

Starchroom

LAUNDRY JOURNAL

First in the Laundry Industry since 1893

JULY, 1954



New drive-through of Troy Laundry and Dry Cleaners, Cedar Rapids, Iowa, features view of drycleaning operations. It brought first cleaning orders from many old laundry customers. Story on page 14

Newcomer profits by personal touch . . . Page 18

How to write good advertising copy . . . Page 28

Bundle storage plan sells cleaning . . . Page 68

makes whites **Whiter**

makes colors **Brighter**

Besides improving appearance of fabrics, Ultra-Lite saves bleach
... saves blueing ... saves water ... saves time.



ULTRA-LITE

The Fluorescent Saver

Consult your Keever Sales-Service Man

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO

ANOTHER NEW SOUTHERN MILLS DEVELOPMENT

PYRON

PRESS COVERS

"These covers lasted over
TWICE AS LONG
as any covers we have ever used"
says this satisfied plant owner



NEW, LONG-LASTING FABRIC

Pyron will not fade off or transfer onto garments. Pyron is entirely free from odor. It can never leave a trace of odor on any garment. Available in ready-made covers for any press.

PYRON-C

All-filament nylon fabric designed for collar, cuff, sleeve, yoke and bosom presses. Smooth finish resists adherence to starched materials.

PYRON-H

All-spun nylon fabric designed for overall, linen, bosom and wearing apparel presses. Pliable finish provides traction to prevent garment from slipping off the press.

UNITED CRESCENT DRY CLEANING CORP.
CENTRAL WHOLESALE INDUSTRIAL CLEANING PLANT
Specialists in Overall Cleaning and Machinery Wipers
500-508 MORGAN AVENUE
BROOKLYN 22, N. Y.

May 12, 1954

Mr. Wiley P. McInty
Southern Mills, Inc.
Atlanta, Georgia

Dear Mr. McInty:

We have just completed our tests of your new "Pyron-H" all spun nylon cover and find that these covers lasted over twice as long as any covers we have ever used before.

As you know we operate three shifts a day totaling 120 hours a week. We have always had to change our covers every two weeks. Now, using your "Pyron-H" covers we are able to run four and five weeks before changing the cover. This not only allows us a saving per cover each week but affords an extra savings in labor.

Congratulations on your new "Pyron-H".

Yours very truly,

UNITED CRESCENT DRY CLEANING CORP.

W. P. McInty
Vice President.

FK:GR

*Trademark Applied For.

Southern Mills, Inc.

The Cottonblossom Line of Laundry Textiles

Manufactured in Our Own Plants and Sold Everywhere by Supply & Equipment Jobbers

ATLANTA
585 Wells Street, S.W.
Phone Lamar 1991

CHICAGO
10-103 Merchandise Mart
Phone Delaware 7-5193

DALLAS
Rm. 515 2nd Unit, Santa Fe Bldg.
Phone Prospect 3981

DETROIT
1627 W. Fort Street, Suite 515
Phone Woodward 1-8673

LOS ANGELES
3743 S. Broadway
Phone Adams 2-6171

NEW YORK
233 Broadway
Phone Beekman 3-9260



July 15, 1954

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Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXI, No. 7, JULY 15, 1954

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Postmaster: Mail Form 3579 for undeliverable copies to 304 East 45th Street, New York 17, N. Y.

Remorse

A friend of ours expressed the opinion on the train the other day that people who habitually gripe and contend that the other fellow's job is easier than their own should switch desks every once in a while. Maybe they would learn that every job has its compensations, just as every job entails certain chores that must be got through. But get through them we must if we are to bring home the daily bread, so why not be philosophical about it?

Take the job of editing a business paper. It affords a fellow many pleasant personal contacts which are a lot of fun. Just the other day we found ourselves at lunch over in Jersey with a laundryowner and his son, who had recently returned from a tour of duty aboard one of our destroyers in Korean waters. We tried hard to confine our conversation to the laundry business, but we kept finding the talk running to such things as speed trials, turning radii and convoy maneuvers.

After listening to our friend relate some of the exploits of his own ship we timidly asked if he had ever heard of the Gherardi. Had he? He certainly had and without any coaching regaled us with the legend of the "fastest destroyer in the fleet" as he had heard it some 10 years after it had been first propagated over the somewhat partisan objections of several hundred rival destroyer men.

Having learned for the first time in several years that our old ship had not been relegated to the mothball fleet or otherwise put out of commission, we came away with a feeling that the Navy wasn't as cold and impersonal as we had on many occasions suspected. At least no one in the Bureau of Ships had processed an order consigning the old Gherardi to an ignominious grave!

Thus comforted we returned to our desk, where we were rudely awakened to the harsh realities of the editorial life. A letter briskly invited our attention to the fact that the patented tape used in the marking system at White Way Laundry, Norfolk, Va., and described in our April issue, consists of cotton threads interwoven with plastic threads. We had described it as "a woven fabric with a thermoplastic adhesive on the reverse side."

Actually, the marking machine sprays the tape with a special solvent and then applies heat which fuses the tab to the piece to be marked. While the adhesive power of the plastic causes the tab to adhere firmly to the piece throughout the laundering process, the number of plastic threads is carefully controlled, according to the manufacturer, to make easy removal of the tab possible before the piece is returned to the customer. The kind of plastic used in the tape is chosen because it has a fusion point safely above ironing temperature, but not so high as to endanger fine fabrics.

We had let our readers down! For this we were indeed unhappy and we wondered if switching desks with a friend for a few days would make us feel any better. Any takers?—Jim Barnes



REMEMBER YOUR OLD COAL FURNACE?

Remember heaving coal into that hungry red mouth — every once in a while catching the shovel on the edge of the door, and spilling coal all over the place?

Remember going downstairs, dead tired, to bank the fire for the night? Or when the bin was half empty, wading in coal up to your knees, pushing it up to the front. Ashes to take out, barrel after never-ending barrel. And dusty, dirty, gloomy cellars, where today there are playrooms.

Nowadays, all we do is set the thermostat, and the rest is automatic.

Yessir . . . how easily we forget the trials and troubles of the past. It's just human nature to take our blessings for granted.

Yet today, many laundrymen are still mixing tallow soap and alkali by hand, just as their fathers did, seeking a happy medium between many conflicting problems. These include a hundred different soils, alkali burn and underwashed loads, cool water and hot water, customer complaints — damaged fabrics, grey work.

Maybe they've never heard of New PRIME SÖHP with SHOCK-TROOP ACTION. Maybe they haven't had a chance to try it yet. One thing is sure. The hundreds of laundrymen who have switched to New PRIME SÖHP are wondering how they ever got along without it.

For New PRIME SÖHP with SHOCK-TROOP ACTION is as far ahead of the old soap and alkali mixtures as the oil burner and thermostat are ahead of the coal furnace and shovel. From modern chemistry — after 12 years of endless study and research in the laboratory — has come this great advance in washing technique . . . New PRIME SÖHP with SHOCK-TROOP ACTION.

Here, at last, is the one complete product which

washes brilliantly clean in hot or cool water — regardless of the degree of soil!

A complete product which "job-rates" itself to every type of load!

A complete product which fires barrage after barrage of reserve alkali washing power (OH) into the load when needed, but only when needed!

A complete product which actually washes clothes 15% brighter to the naked eye!

A complete product with a chemical brain, changing with incredible speed to the needs of any load . . . SHOCK-TROOP ACTION . . . blasting free the soil, yet protecting the fabric!

New PRIME SÖHP with SHOCK-TROOP ACTION is no mere mixture of soap and alkali. It is 12 chemically balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower four stories high!

Here is the modern washing product, which at one stroke has rendered all others obsolete. Here is New PRIME SÖHP with SHOCK-TROOP ACTION!

And when you've tried it out in your washroom . . . when you've seen washroom headaches, customer complaints and quits die away, and profits on the long happy climb, you wonder, too, how you ever got along without it.

Try it out and see for yourself. Call your jobber for a supply today. If you don't agree that New PRIME SÖHP lives up to everything we've said about it, then it has cost you nothing. For it is backed by an unconditional money back guarantee. You be the judge.

Gordon R. Fulton President
Beach Soap Company
Lawrence, Mass.

126 Years' Continuous Progress in Manufacturing of Fine Soap Products



**NOW
REVOLITE**
REG. U.S. PAT. OFF.
**announces
a new, improved
asbestos padding
for
chest type ironers**

REVOLITE padding is now better than ever! After many years of constant research, we're now producing an asbestos padding that beats anything you've ever seen.

IT'S MORE RESILIENT . . . has just the right "springiness" to give excellent results on any chest type ironer.

IT'S LONGER LASTING . . . keeps its resilience for months even under the toughest ironing conditions and temperatures.

This superior new padding is just one of the many reasons why REVOLITE laundry roll covers have continued to lead the field . . . and why commercial and institutional laundries throughout the country use more of them than any other. Installed by our field specialists and backed by our written guarantee, REVOLITE covers and padding are your best buy, in both economy and quality.

Write today for complete information.

ATLAS POWDER COMPANY
Stamford, Connecticut

News

Money-making Ideas

Timely Information

IT'S

ALL IN THE

ALD automatic laundry digest

For up-to-the-minute information about the quick-service laundry business, read the ALD Digest. You'll find smart tips on how to make your business more profitable; new, helpful ideas on conducting a better operation and timely trade-news stories.

Although the ALD Digest is prepared and published for authorized Westinghouse Laundromat® operators, any commercial laundry operator may receive a FREE subscription. Keep current on this fast-moving business. Fill out and mail coupon for your free subscription.

READ THE DIGEST FOR:

- Business development ideas
- Advertising and sales promotion suggestions
- Maintenance and service facts
- Parts information
- Management ideas
- Trade-news

Gentlemen:

I would like to receive the ALD Digest. Please enter my free subscription

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Send to ALD, Inc., 3549 N. Clark St., Chicago 13, Illinois



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788 Market St., San Francisco, Calif.
ALD, New York, Inc., 37-28 30th St., Long Island City 1, N. Y.

Write or Phone! Regardless of Where You Are

• We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 5 offices.



**"BUT
THIS IS YOUR
FINEST"**




- say Laundryowners

We look back with pardonable pride upon the many "firsts" our Company has given to the laundry industry over the past 30 years. But we consider the most recent one—Matched Team Detergency—our greatest contribution. And week after week, more laundryowners are confirming our own confidence in the efficiency of this new advanced washing method.

20 YEARS OF RESEARCH!

Our research people began thinking about Matched Team Detergency more than 20 years ago—soon after our pioneering work on synthetic detergents. Their problem was a tough one: How to combine the special advantages of soap with the unique characteristics of synthetics.

Procter & Gamble 

ALREADY MTD IS MAKING HISTORY!

Thoroughly field-tested before it was announced ten months ago, MTD has already proved itself in some of America's most progressive laundries. Owners report that this revolutionary new washing method—with the "Cross-Fire Cleaning Action" of two efficient, broad-range soil-removing agents—has brought them important advantages:

**Cleaner Clothes Faster Washing
Better Whiteness Maintenance
Greater Production Lower Washing Costs**

Your plant can cash in on the amazing new MTD washing method. It's the surest way to produce top quality work consistently—and at lower cost. Ask your P & G salesman for the full MTD story.

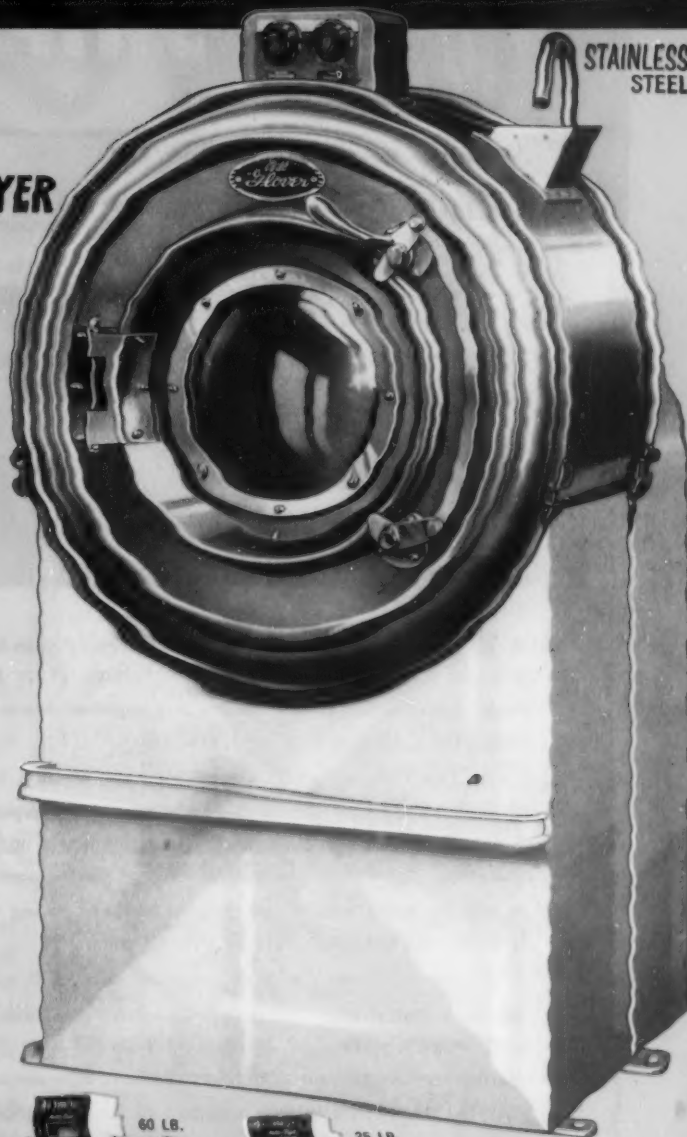
Bulk Soap Sales Department, Cincinnati, Ohio

STARCHROOM LAUNDRY JOURNAL

18 lb. WASHER EXTRACTOR

ESPECIALLY for the AUTOMATIC LAUNDRY

**No Further Extraction
Needed... Operator Goes
Directly to TUMBLER or DRYER**



★ **BIG 30-inch diameter cylinder gives MAXIMUM WASHING ACTION.** The Auto-Spin automatically performs 14 separate operations:

- | | |
|--------------------|--------------------|
| a. Wash-Blue-Bich. | h. Drain |
| b. Drain | i. Spin Extraction |
| c. Flush Rinse | j. Rinse-Sour |
| d. Drain | k. Drain |
| e. Spin Extraction | l. Spin Extraction |
| f. Flush Suds | m. Fluffing Tumble |
| g. Rinse | n. Automatic Stop |

★ **BIG 18-inch double-latched door for easy handling of rugs, blankets and family bundles.**

★ **SOLID STAINLESS STEEL permits use of SOUR for better washing.**

★ **RUGGED DESIGN AND CONSTRUCTION**—cylinder bearings and shaft water seal same as used in Bill Glover heavy-duty 25 and 60 lb. Commercial Laundry Washers.

★ **SIMPLIFIED AUTOMATIC CONTROLS**—easy to understand—may be operated safely by you and your customers.

★ **SAVES YOU HEATING COSTS**—because Auto-Spin uses less water per pound of capacity. Only 45 gals. required for the 18 lb. Auto-Spin compared to 30 or more gals. for the 9 lb. home washer.

**AUTOMATIC — DRIER SPINNING
BETTER WASHING — STAINLESS STEEL**

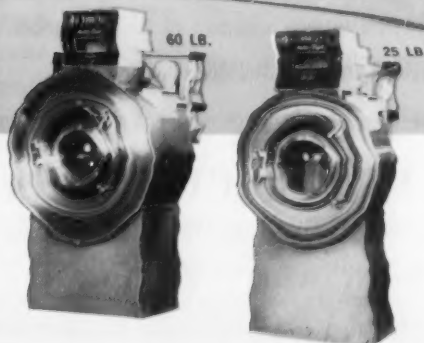
**ELIMINATES THE EXTRACTOR
SAVES HANDLING OF HEAVY, WET LOADS**

Write, wire or call us for location of nearest jobber.

Bill Glover, Inc.

5204 Truman Road

Kansas City, Mo.



Bill Glover Heavy-Duty, Stainless Steel Open-End Washers

By Bill Glover, Maker of the "Cadillacs of Open-End Washers." Over 30 Years Experience.

WILL PAY FOR ITSELF IN ONE YEAR IN LABOR SAVINGS ALONE



Mr. Harry Herskowitz, owner

**CITY DRY CLEANERS
& LAUNDRY, INC.**
Miami, Florida

"We do \$26,000 worth of laundry a week—and all of it is done with
SWIFT'S SOAP"



● With a reputation for turning out fresh, *really* clean laundry . . . fast, and at a steady five-figure weekly volume, Harry Herskowitz doesn't compromise on the quality and dependability of his wash room soap.

City Dry Cleaners and Laundry Inc. use nothing but Swift's White Ribbon Chips because they know they can be depended upon to dissolve quickly, wash clean and rinse completely under varying conditions. And they're economical too. . . Swift's continuing use of only the best grades of raw material has been paying wash room dividends to Swift's customers for over 40 years.

Whether *your* weekly volume is \$26,000 or \$2,600, whether you require a neutral soap or a built soap—there is a Swift's soap for every laundry need. They are quickly available from 375 Swift's distributors throughout the U.S. and Canada . . . Why not call or write Swift & Company for further information? And remember. . .

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

SWIFT & COMPANY

Industrial Soap Department
U.S. Yards • Chicago 9, Illinois



Another of Swift's
Products for Industry

WHICH ONE

would pay off
biggest for you?

(read the small print
before you decide)



The specialist of low cost multi-stop trucks. 215 cubic feet capacity. Rear door openings 38 or 67 inches. Drop-frame construction allows low stepwell, 78-inch headroom in through aisle. Four models with 7-foot METROETTE bodies, 115-inch wheelbase. GVW 5,400 to 9,000 lbs.



Multi-stop sales leader 16 straight years! Choose INTERNATIONAL with METRO® body for big volume loads, less garage space. 8 body choices from 243 to 392 cubic foot capacity. 6 chassis sizes, from 102 to 134-inch wheelbases, and GVW ratings from 5,400 to 11,000 lbs. Streamlined standard body or 2-inch longer flatback style. 70 inches wide, full 6-foot headroom. 6 rear door options.



Heads the style parade for low-cost delivery. Big load-space—90-inch length, 60-inch width, 54-inch height. Wide opening rear doors, stop at 90 or 180 degrees. Insulated against noise, interior protected against heat, cold and dust. Six 115-inch wheelbases R-110 and R-120 Series chassis. GVW 4,200 to 6,500 lbs. Heavy-duty 3-speed or 4-speed transmissions available, wide range of colors.

There's a good money-saving reason for each of these trucks. Your choice depends on the size of your business, the amount of delivery volume, the kind of impression you want to leave with your customers. The right choice can save you time and money, build more business on service. Whatever body type you choose, be sure it's INTERNATIONAL for low operating and maintenance costs, year after year. For more information, fill out and mail

International Harvester Builds McCORMICK® Farm Equipment and FARMALL® Tractors... Motor Trucks... Industrial Power... Refrigerators and Freezers.

Better roads mean a better America

the coupon, or talk it over with your INTERNATIONAL Dealer or Branch, today.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

For more information, mail coupon, today!

INTERNATIONAL HARVESTER COMPANY
P. O. Box 7333, Chicago 80, Illinois

Please send at no cost to me, more information on:

☐ R-110, R-120 Panel Delivery ☐ Metroette ☐ Metro ☐ All Three

Name _____

Address _____

City _____

State _____



INTERNATIONAL TRUCKS

"Standard of the Highway"

Starchroom Editorial

Speaking of national advertising . . .

. . . it looks as if the boys who have been crying for it are about to have their inning. We can't wait to see how they'll handle *their* part of it.

Ever since the end of the War the clamor for such a campaign has been getting louder and louder. Now along come two of the largest shirt manufacturers in the business with a campaign scheduled for *Life*, *Saturday Evening Post* and *Good Housekeeping* this fall urging millions of readers to buy a new shirt, wear it and take it to their local American Institute of Laundering member plant for the first laundering free. (Details of the national campaign, which won't cost a single laundryowner who doesn't elect to participate on a local level a single cent, were described in STARCHROOM for June.)

So far so good. But the catch in the whole deal is that individual laundryowners, or groups of laundryowners, must get busy *now* preparing an all-out tie-in with haberdashers and department stores in their localities or it won't bring a single new customer into a plant. That's the first consideration.

The second one concerns those who are clamoring for a nationwide TV or radio program in their behalf. They're the fellows who want Bing Crosby or Bob Hope "on our side."

Without even considering the tremendous cost (prohibitive, in our opinion) of such a campaign, we respectfully suggest to these fellows that the best way for them to gain adherents to their cause is to participate, and by their example, encourage others to participate in the coming campaign without stint. If this campaign can't be made to work, how do they expect to sell a more costly one to their fellow laundryowners?

The upcoming campaign is no shot in the dark. It is the result of careful preparation by the manufacturers and their advertising agencies and has been successfully pretested in several cities. The shirt people aren't given to throwing their money around foolishly these days and it's a sure bet they won't throw good money after bad by continuing to support the campaign if the laundry industry doesn't support it. They, too, are in business to make a living!

We know some laundryowners who are already planning their local tie-in activities. And we know one who has decided the campaign will sell shirts but it won't sell his laundry service. He's the type who growls because his advertising gets people to try his service but doesn't keep them coming back for more. Do you wonder why?

"Have you listened recently to the way the girl on your switchboard sounds? Is her voice pleasant, helpful, cheerful?" These questions, asked in a recent bulletin from the

Linen Supply Association of America, reminds members that "to many of the people who call you the telephone voice that answers is the company. An immediate impression is

made, and it should be a good one. Negative impressions have a way of hanging on, coloring future relationships."

Every day someone in your plant talks with a good customer or prospective customer on the telephone. Before many weeks go by almost every one of your customers will have had occasion to talk over the phone to someone in your plant at least once. How are you treating these customers and prospects? If you don't know, it's important that you find out because you *may* be driving them away by the score due to improperly trained operators.

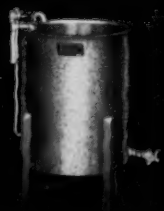
If you are too busy to undertake a telephone training program of your own and don't have someone in your organization who can undertake it for you, why not call on your local telephone office? Most, if not all, of the operating companies of the Bell System give training booklets to their commercial subscribers. Many lend training films on proper telephone techniques to be shown to switchboard operators and receptionists. Still others conduct schools, free of charge, for their subscribers' employees.

Edward B. Wintersteen, general manager of STARCHROOM LAUNDRY JOURNAL and its sister publication, *National Cleaner & Dyer*, has been elected to the board of directors of Associated Business Publications, an organization of leading publishers and executives of paid-circulation business publications.

As one of three new directors, Ned Wintersteen joins the main governing body of this group. The purpose of the group's members, strongly supported by STARCHROOM and *National*, is to endeavor continually to increase their services to readers and their effectiveness to advertisers.

BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



LIQUID SOAP MAKER

Saves time and supplies.
Galv. steel in 3 sizes:
30-Gal. \$129.00
60-Gal. \$167.00
100-Gal. \$179.00



BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels.
Model No. B2-1215
..... \$119.00



BISHOP 3-SHELF TRANSPORTER

For finished work, 26" wide x 18" deep x 64" high.
Model No. B29-11, \$45.00



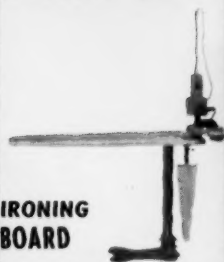
SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area.
No. B12-2, \$225.00



STAINLESS STEEL PREPARATION TRUCK

Ideal damp box, 18" x 25" x 11" deep, 3 1/2" high, on 3" wheels.
No. B2-122, \$89.00



IRONING BOARD

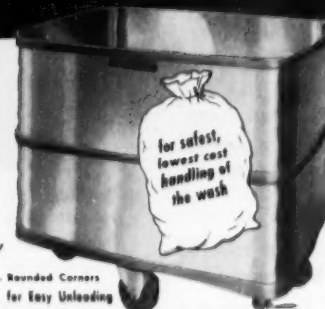
53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.
No. B4-SM, \$99.00



BISHOP SHIRTRANSPORTS

Cut handling 75; fold up to save space. All steel. In 2 sizes:
B29-50 (for 50 shirts) \$37.00
B29-100 (for 100 shirts) \$61.00

To Give You **LOWER COSTS...**
BETTER PROFITS for years to come!

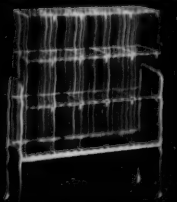


Rounded Corners
for Easy Unloading

No. B2-9 Bishop 22 Stainless Steel Truck Tub, 22" x 24" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels. \$195.00
No. B2-10 Same as above except with rubber-tread wheels. \$207.00
No. B2-17 Bishop 23 Stainless Steel Truck Tub, 26" x 30" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels. \$208.00
No. B2-18 Same as above except with rubber-tread wheels. \$220.00

BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are **SAFE** when your loads are handled in Bishop, Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading, no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.



SORTER-TRANSPORTERS

Sanish fixed bins; admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



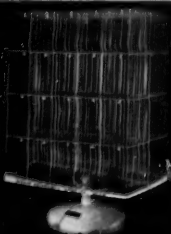
BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. 85-18X (shown); #3, #22, #52 heads; spray iron, spray gun.
..... \$209.00



REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 300 shirts. Won't tip.
No. B26-10, \$349.00



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling. 15 or 20 bins per side. Ask for details.
15 Bin for shirts, \$295.00
for wear, apparel. \$315.00
20-Bin for shirts \$325.00
for wear, apparel. \$345.00

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durable built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality — no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER

G. H. BISHOP CO., EVANSTON, ILLINOIS
(SOUTHWEST OF CHICAGO)



3 POPULAR SIZES

15-GALLON—34" high overall; floor space 24" x 28"; ship wt. 175 lbs. B3-2, \$289.00
25-GALLON—38" high overall; floor space 28" x 32"; ship wt. 225 lbs. B3-5, \$319.00
50-GALLON—45" high overall; floor space 32" x 34"; ship wt. 300 lbs. B3-11, \$375.00

MANUFACTURERS
SINCE 1893

**"OUR OUTPUT IS Up 36%...
LABOR COST Down 60%...**

SINCE WE INSTALLED TROY LAUNDRY MACHINERY"

... says Bill Clendenen, Owner
Broadway Linen Service Co., Denver

"We installed new automatic Troy laundry machinery to increase output," says Bill Clendenen. "But the results have far exceeded our expectations. For example, 2 new Troy Fullmatic Washers are producing 36% more work than our 4 old washers did.

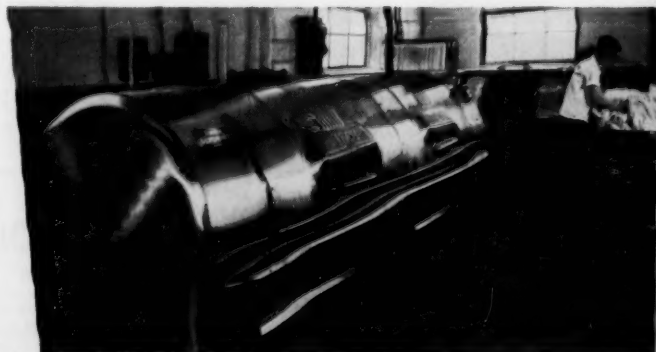
"We also replaced 2 old extractors with a new 54-inch Troy Olympic Extractor," states Mr. Clendenen. "Clean wash is unloaded from the Troy Fullmatic Washers directly into the extractor baskets, which travel by overhead crane to the extractor. We now need only 1 man with a part-time helper in the washroom. Before, we required 3 men full time.

"In our flatwork department, we've reduced the crew from 11 girls to 6. This tremendous labor savings was accomplished by eliminating hand operations. Our new Troy Folder and Troy Stacker automatically fold, stack and count small pieces like towels, pillow cases and napkins."

Get the facts on how Troy can cut operating costs and increase output in your plant. Simply mail coupon.



The Fullmatic control follows any formula and automatically runs through complete washing cycle. Mr. Clendenen reports huge labor savings and also adds, "Incidentally, we're saving 41% on washing supplies."



Mail Coupon Today

**TROY LAUNDRY MACHINERY, Dept. SLJ-754
Division of American Machine and Metals, Inc.
East Moline, Illinois**

Without obligation, send free catalog on _____
(type of laundry equipment)

FIRM NAME _____

STREET ADDRESS _____

CITY _____

ZONE _____

STATE _____

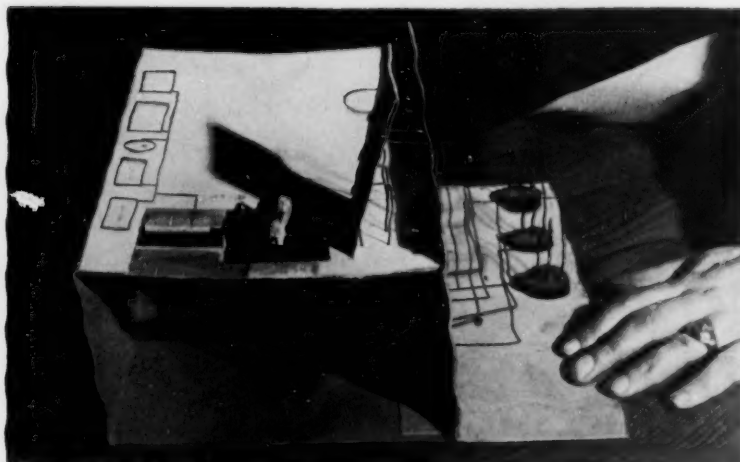
ATTENTION OF MR. _____

Troy

**LAUNDRY
MACHINERY**

Division of American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS



Small replica in cardboard and wire of underground tank and piping installation helped pipefitters on job; clarified control panel for employees

How Model Helped Pipe And Tank Installation

By LOU BELLEW

A SMALL MODEL proved an invaluable help before, during and after the recent installation of new underground storage tanks and piping for the drycleaning department of the American Laundry in Grand Rapids, Michigan. Owner John Otte, Jr., made up the model to give the installation workers a visual idea of the finished layout. The pipefitters found it easier to understand exactly what was called for from the model than they would from blueprints.

The installation consists of one 3,000-gallon and three 2,000-gallon underground tanks, with piping hooked up to a control panel. The model, made of cardboard and scrap wire, shows each function of the master control valves and shows where every pipe goes.

After the installation was completed, the replica found further use in giving the cleaning room employees a better picture of the functions of the control panel.

According to the allied tradesman who supervised the piping-and-tank installation, this is probably the most modern layout in the Midwest. As the controls are arranged, the plant can:

1. Distill into or out of any one of the tanks.

2. Carry on normal extraction into any one of them.

3. Dump into any one.

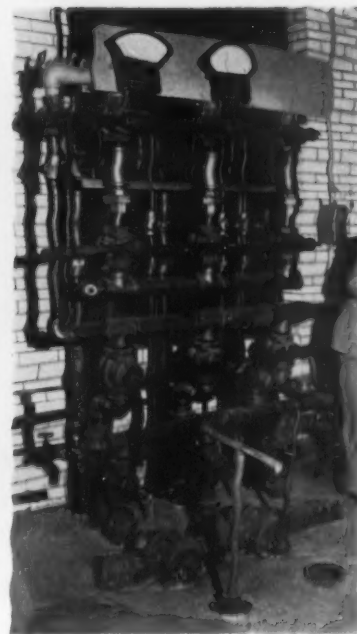
4. Use either extractor-rinse or washer extraction for the two-bath method, using any two of the tanks desired.

5. Pump from any tank into any other.

6. Pump off the bottom direct to the sewer from any one.

7. Draw clean solvent from any one at two different levels.

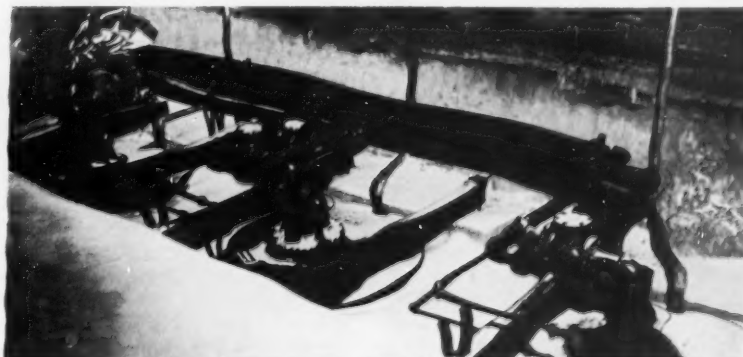
8. Fill washers from any one of the tanks.



Pipe controls at one side of cleaning room. Photo was taken before third solvent-level gauge was installed at top of panel. By their position valve handles show cleaner at glance which tanks are in use. Single T-shaped control on floor valve in foreground always points to line that is open

The tanks are set in a long concrete pit, with I-beams across the tops, anchored to the concrete pit walls just in case the pits might fill with water. Piping above the tanks is under ground level and very compact.

Dirt fill has been used around the tanks, with crushed rock above the level of the topmost pipe, covered with an insulation layer of straw between tar-paper sheets. Over all is the finished slab of concrete. If it ever becomes necessary in the future to break through to a tank to pull the cover or replace a fitting, the straw and loose rock can easily be removed without getting dirt into the tank. □□



Neat piping job before it was covered with crushed rock, straw and concrete. Line on building wall shows ground level. Note I-beams over two sides of tank top, anchored to concrete



View of drive-through looking toward street entrance from point nearly opposite counter. Picture windows show drycleaning department along entire length. Openings under window will permit blowing hot plant air into drive-through in winter. Small door at front of passageway allows walk-in customers to keep out of line of entering traffic. Note two rows of fluorescent lights above sprinkler system pipes

What New Drive-Through Accomplished

*Setup featuring view of all operations promptly
drew new laundry customers and boomed drycleaning*

THE FIRST DRIVE-THROUGH in Iowa, probably unmatched anywhere in the country, has just been opened in Cedar Rapids by Troy Laundry and Dry Cleaners. The new customer convenience was installed, as part of a plant revamping program, to escape unfavorable traffic conditions.

The Troy plant has been operated by Ken Kowalski for the past seven years on one of the busiest streets of Cedar Rapids. Customers parked diagonally on the street side of the plant, which made it difficult to load and unload the route trucks since they had to park behind the customers' cars. This caused undue delay and confusion for both customers and routemen.

By LOU BELLEW

Finally, when the city council decreed no more double parking, Ken decided to convert into a drive-through an old garage at the side of the plant which had previously been rented out for commercial truck storage.

The old wooden floor of the garage was replaced by concrete and, at the same time, a 40-by-70-foot storage vault with an 8-foot ceiling was built beneath it. Incidentally, the original roof of the added area is still in use, although everything beneath it is brand-new—a considerable saving in construction cost. The new modern front of the building now includes the

40-by-140-foot former garage at one side. This addition permits the use of 20 feet for the drive-through facilities, leaving 20 feet which have been added on to the old call office to make one big 40-by-70-foot room to house the drycleaning department.

The new drycleaning department, equipped entirely with the very latest machinery, boasts an all-glass street front, as well as 70 feet of big picture windows along its entire length in the drive-through passageway. Drive-through customers are thus able to see the entire drycleaning operation from their cars.

The small walk-in call office is now in the center of the all-glass building frontage, separating the laundry and



View of back half of drive-through looking toward exit into alley. Twenty-foot offset behind drycleaning room permits truck loading and unloading, overnight storage. Trucks are lined up on display for late-evening customers to admire. Note shirt shape of "T" on firm name on truck panels, same as on building-front sign shown below

the cleaning departments, with both operations clearly visible from the street. The call office has one big picture window which gives a beautiful view of the laundry's shirt department to the customer at the counter.

The new drive-through passageway is 20 feet wide, with a 15-foot ceiling, and runs the length of the building to the alley. Both the entrance and exit of the passageway are 14 feet wide, and have overhead doors for use in the winter months. The service counter for the drive-through customers is located halfway along the passageway, at the rear of the drycleaning department. From the service counter back to the exit door the passageway widens to 40 feet. This affords a 20-foot loading and unloading area for the plant's seven trucks behind the drycleaning department, out of the line of drive-through traffic.

Passageway traffic control

As cars enter the front of the drive-through, painted lines direct them to the left side to a point close to the service counter. From there the lines direct them to continue to bear to the left on out the exit door. This permits a "waiting lane" along the right wall which will hold four cars in case those bundles aren't ready. The right side of the exit door has been recessed about 4 feet to permit an easy right turn into the alley.

Ready bundles are stored behind the walk-in call office at the center of

the building, about 40 feet from the drive-through service counter. The two service-counter girls who wait on the cars make use of an intercom to call names and other information to the bundle boy in the ready room. The girls are able to wait on six cars at a time with the aid of the one bundle boy. Plans call for the early installation of conveyors for both laundry and drycleaning orders out to the service counter in the drive-through.

The passageway and the drycleaning department are set up with a complete sprinkler system, like the rest of the plant. Fluorescent lighting is used lavishly in the front half of the passageway down past the service counter, and makes a striking nighttime display. The drive-through is operating on a six-day week from 6:30 a.m. to 6:30 p.m.

The first Saturday after the completion of the drive-through, even be-



Remodeled plant includes new cleaning department and drive-through in addition of right. "Customer Drive-in" sign at far right indicates drive-through entrance. Glass front gives view of plant operations. Note shirt shape of "T" in "Troy" sign over call-office entrance in center. Bookkeeping and boss's office are in second story over Troy sign



At exit end, Owner Ken Kowalski shows how building wall is set back to give customer easier turn into alley

fore the finishing touches had been added, with no advertising, and with the street-side drive-through sign not yet up, 50 cars used the passageway for service—an indication of the value of word-of-mouth advertising. The drive-through was formally opened June 14. It was advertised only by radio spot announcements and a quarter-page newspaper ad, yet over 800 cars went through during the week, accounting for half of the plant's normal call-office volume.

Promotion plans call for a weekly 2-column, 5-inch newspaper ad, thirty 25-word radio spot announcements per week, and a television spot announcement of 20 seconds once each week in the middle of Arthur Godfrey's popular evening show. Until the advertising program is under way it will be hard to estimate accurately the full acceptance of the new service by the public. The official grand opening is being delayed until the cooler weather of this fall, to enable the advertising program to get into high gear and allow time to get any possible "bugs" ironed out of the operation.

Quick response

As of this writing the drive-through has been in operation only two weeks "officially" and a week before that "unofficially," which makes a grand total of three weeks, but Ken Kowalski says traffic to date is already twice what he had anticipated, and the users of the drive-through are really enthusiastic about it. The interest in the drycleaning operation which for

the first time they are able to see, thanks to the big picture windows, has brought out so many questions it has caused a new problem. Ken's going to have to institute a training program for the service-counter girls so they can answer all the customers' questions, such as, "What are those blow-guns for?"

One big fact which was immediately obvious is that laundry customers of 15 to 20 years standing who had never once sent the plant any drycleaning are now bringing it in. In just three short weeks drycleaning service has really boomed, thanks to

opening up that department to public scrutiny.

There have been new laundry customers that Ken can vouch for, since he spends considerable time in this area, but he says he has had little opportunity to check his records closely at this time.

In the meantime the plant has created quite a stir in Cedar Rapids. It has meant a lot of work and cost considerable money. But now that it is completed Ken Kowalski has been surprised at the results already obtained, and expects much more after an all-out advertising campaign. □□



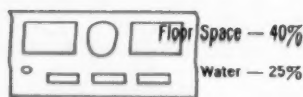
Call office, too, has large picture window that gives view of most of laundry department. Shirt finishing, especially, attracts customer interest. Counter is set diagonally to give window-width view

Four new 42" x 84" American Cascade Unloading Washers with Full-Automatic Controls, and two 54" Notrux Extractors now do the work of 14 previous machines at Oregon Laundry's modern plant. Operation is "push-button" controlled, stepping up production and quality with much lower cost.



In Oregon Laundry – "Balanced Work-Flow" ... makes big savings all along the line!

Save



Oregon Laundry & Dry Cleaners, Portland, Oregon, called in American to survey their plant and recommend the right combination of equipment for higher production with less labor. A battery of time and work-saving Cascade Unloading Washers with Full-Automatic Controls and modern Notrux Extractors was installed.

Now production bottlenecks have disappeared, . . . work flows smoothly between departments. Washing time per load is 10 to 15 minutes less, with quality uniform due to elimination of human error. Volume is up 20%. 200 man hours saved every week! Over-all supply costs down 40%!

"Benefits have constantly increased as wages and supply costs have risen," writes the owners of Oregon Laundry. "We have been able to keep a steady crew of better men in the washroom because heavy lifting has been eliminated."

Here is another progressive laundry that called upon American's 86 years of experience to survey, plan and install new time-saving equipment built for years of rugged duty and steady profits.

Find out how American can help *you*. Write, or ask your American Representative to call



The
AMERICAN

LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

You can depend on your American Representative's advice in your selection of equipment from the complete American Line. Backed by our 86 years' experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance . . . no obligation.



The World's Largest, Most Complete Line of
Laundry and Dry Cleaning Equipment



No novelty are these 30- and 40-pound bundles displayed by husband-and-wife team, Mr. and Mrs. Louie Grallo of Personalized Laundry, New Canaan, Connecticut. It's easy if you have confidence and common sense

Newcomer to the trade may lack
orthodox techniques but knows

Why Personalized Service Pays Off

By HENRY MOZDZER

IT TAKES A NEWCOMER, sometimes, to do things that oldtimers say can't be done. Louie Grallo has been a laundryman for only two years, yet in that time he has built his sales volume from nothing to nearly \$1,000 per week. And he says he is able to take half of that for himself.

How has he done it? First of all, Mr. Grallo made his own observations of the laundry business and came up

with the conclusion that *people want personal service* of the type that used to be provided by the washwoman of a generation ago. This is contrary to the policy of many plants today in emphasizing low price and mass production—tactics which Mr. Grallo feels are simply not geared to render this type of service.

This is not to say that he favors the rub-a-dub-dub school of washing with

tub and scrubbrush, since modern laundering practices, supplies and equipment certainly do a much better job. Rather, he feels, the handling and finishing of garments can and should be treated with a little more individual care and attention.

With this objective in mind, Mr. Grallo calls his New Canaan, Connecticut, plant the Personalized Laundry, and gives his customers just that—personalized laundry service.

The validity of this newcomer's judgment was borne out the very first year when the new enterprise averaged \$500 worth of sales per week. The average weekly sales have since climbed to between \$700 and \$800 and, the week before our visit, ran up to just \$17 shy of the thousand-dollar mark.

Higher prices no handicap

The Personalized production pace is admittedly slow, but this is not considered a serious objection in view of its other obvious advantages. For one thing, **customers are willing to pay more to get what they want.**

When Personalized opened its doors it set its prices at the local competitive rate as a means of attracting its first customers. Two months ago its prices were raised 25 percent without any appreciable loss of clientele, proving that the 250 to 300 patrons did not find the adjustment unwarranted.

A minimum of six shirts is now required for an all-shirt bundle. A 10-percent discount is given on other bundles if they exceed \$1.50 and contain at least 50 percent of work other than shirts. Shirts, incidentally, are washed and finished at 30 cents each and cost the customer 15 cents extra if they specify hand ironing. Total shirt volume runs around 1,000 per week.

Unlike most laundries, Personalized welcomes wearing apparel, regarding these pieces as its most important source of revenue. The plant takes pains and time with this work and charges accordingly. It gets 20 cents for shorts, 15 cents a pair for socks and a dime apiece for handkerchiefs—just to name a few by way of indication.

Personalized service pays off in other respects, too. Because bundles are handled individually on a piece-rate basis such **expensive operations as marking and weighing-in as well as assembly have been eliminated.** Claims have been kept at a rock-bottom minimum since it is next to impossible to lose anything when the entire order is kept together all through the laundering and finishing operations. The price schedule is kept as simple as possible and there is only



■ Messy, troublesome bleaching tanks, crocks and carboys—with all their attendant mixing and stirring—can become only unpleasant memories. Just shift to AD-DRI—the new *dry* bleach that is added directly to your washers in *dry* form.

Nothing could be simpler than using AD-DRI! Just measure out the proper amount of AD-DRI with the convenient Dri-Ader measuring cup packed in every drum. This cup shows exactly how much AD-DRI is needed for any size wash.

What used to take minutes, now takes seconds!

And AD-DRI does even more. Because it provides positive and convenient control of the bleach operation, it maintains excellent whiteness retention with minimum tensile strength loss.

Learn more about this first significant advance in bleaching practice in more than a generation. Ask your laundry supply house for the new, free 20-page AD-DRI booklet that contains how-to-use information for all types of laundry work, or write today.



MATHIESON CHEMICAL CORPORATION

Mathieson Industrial Chemicals Division
Baltimore 3, Maryland

**OTHER MATHIESON
QUALITY BLEACHES**

HTH GRANULAR BLEACH

A time-tested bleach which enables you to prepare a proper strength bleach solution as needed.

HTH SODA BLEACH MIX

A special preparation for laundry operators who prefer a proportioned mix of HTH and soda ash.

2298



Separate washing and individual lot carts eliminate non-productive costs such as marking in and assembly. Washman also functions as combination production controller and shakeout operator. The 800-gallon hot-water tank was set above washers to eliminate heat loss

one, since the plant offers only a complete finishing service with no fluff-dry or wetwash.

Mr. Grallo also counts the savings made by operating the business on a strictly cash-and-carry basis. Hence, there is no expensive upkeep of trucks and routes and no bookkeeper is required to keep track of credit accounts.

Perhaps one of the most puzzling questions that occurs to the visitor when he sees the Personalized Laundry plant for the first time is how it manages to attract its customers. The plant is not located on the town's main street, nor is it situated on a major traffic artery. It is not in a shopping center and only a few small directional signs point the way to its door. Yet housewives drive in from Westport and Greenwich—8 to 16 miles distant—to drop off bundles weighing, in some cases, up to 50 pounds.

The plant advertises in the local weekly newspaper but the returns seem unaccountably large. Hence, Mr. Grallo concludes that people talk about the service and recommend it to their friends.

Handling the bundle

When a bundle is brought in, the attendant jots the customer's name down on a slip of paper along with any special instructions on starching or finishing. The bundles are then set in a row on the floor in first-come-first-served order unless some urgency is expressed. In such a case the bundle is moved to the front of the row near the washwheel and given priority.

The bundles are next checked to see that the count given is correct and an invoice is assigned to the bundle. Customers are encouraged to provide their own laundry lists and the man-

agement checks against these. If a shortage is noted, the bundle is not processed until the customer has been telephoned and notified. This is standard procedure. Management feels errors caught early eliminate complaints later. If the count is over, no call is made. (Everyone likes to be surprised by finding an item he forgot he had!)

If items such as cuff links or other jewelry are found, they are put in pay envelopes which are later pasted to the outside of the wrapped bundle. This policy builds goodwill for the laundry, too.

The person who gives the bundle this quick check separates the items, placing the fugitive ones on top of the whitework.

The washman at Personalized Laundry plays a key role in its operation,

for it is he who decides which of the bundles should be done first to keep the finishing units adequately supplied with work. In short, a major part of his responsibilities involves production control.

After he has inspected the bundle more closely, the washman puts all whitework in one of the three 25-pound washwheels. If the order is small, he includes a second order—netting one and leaving the other loose—to bring the load nearer to capacity. The fugitive items are placed in one of the six 9-pound washers which are used expressly for this purpose.

If it becomes necessary to use more than two nets in one washer on either the fugitive or whitework run, the nets are distinguished by a numbered laundry pin. This number is also marked on the invoice. To prevent the



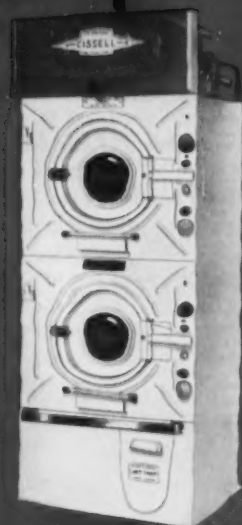
Complete finishing is done on this equipment which includes wearing apparel unit, 2-girl shirt unit and 120-inch return-feed flatwork ironer. Plant occupies 4,000 square feet of floor space and employs a staff of seven

Cissell Tumblers have Everything!

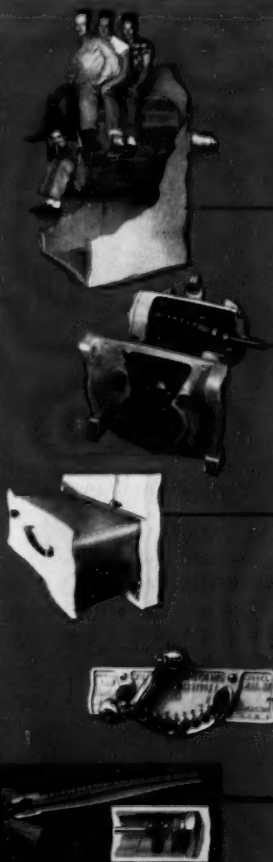
For individual bundle service, bachelor bundles, diaper or linen service, large flat work, rugs, consolidated bundles—heavy or light—there's a Cissell Tumbler ready to serve you.



SINGLE BASKET TUMBLERS—36" x 18", 20 lb., 36" x 30"—35 lb., 42" x 42", 100 lb. LAUNDRY—Gas-Fired or Steam-Heated. DRYCLEANING—Steam-Heated



TWIN TUMBLER—15 lb. capacity each basket. LAUNDRY ONLY, Gas-Fired or Steam-Heated.



- **HEAVY, STURDY CONSTRUCTION** for day-after-day pounding in commercial use . . . double walls for extra rigidity . . . for reducing heat losses. Modern cabinet design for side-by-side installation and easy-to-clean surfaces. Stream-lined for beauty and customer appeal. Users show them—never hide them.
- **NO-SAG BASKET** built to take the load. Eliminates auxiliary supports.
- **DOUBLE WALLS** (on Twin Tumbler) provide independent air flow for upper and lower basket. **SLIDING DAMPER** controls air flow for uniform drying.
- **SIMPLE MAINTENANCE**—any part replaced in less than 15 minutes . . . basket removed without disturbing drive or bearings.
- **CISSELL GEAR REDUCER** equipped with Timken Tapered Roller Bearings. Gears and bearings operate in a bath of oil. (Change oil only once a year.) **QUIET, LONG-LIFE OPERATION.** No chains or noisy moving parts.
- **SEPARATE MOTORS FOR FAN AND BASKET** provide continuous fan operation during loading and unloading.
- **TIME & TEMPERATURE CONTROLS** actually think for the operator . . . a "must" for gas-fired tumblers. (Automatic Pilot Lighter available.)
- **EXTRA, LARGE, BUILT-IN LINT DRAWER** makes lint collection simple . . . cleaning less frequent.
- **REPLACEABLE AIR FILTERS**—standard equipment on 42" x 42", optional on 36" x 30" Tumblers.
- **REVERSING OR NON-REVERSING BASKET** on 42" x 42" or 36" x 30" Tumblers.
- **INTERCHANGEABLE** steam or gas-fired heating units permit conversion from one type to another at any time.
- **POSITIVE 8-STAGE HEAT CONTROL** (cold to hot) on single basket, steam-heated tumblers.
- **STATIC STEAM SPRAY** (on Drycleaning Tumblers) requires no sewer connection. **FUSED FIRE EXTINGUISHER**, with explosion door release, injects steam into basket and lint drawer . . . stops motor.
- **BUILT-IN STEEL BRUSHES** clean gas burner in less than one minute without removing assembly.
- **AUTOMATIC DOOR SWITCH** . . . full-vision, heat-resisting glass in door . . . removable lint inspection plates . . . identification card clip . . . sturdy bumper rail . . . laundry bag holder . . . either white or pastel green baked enamel finish.

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Cable Code: "CISSELL"

Up until two years ago Louie Grallo was a mason by trade, but after undergoing surgery he was advised to give up this strenuous work and take up something less taxing. He chose laundering for this reason and because it seemed to offer the greatest opportunities. So confident of this decision was he that he mortgaged everything he owned to get the materials needed to build himself a plant.

Where others might have hesitated, Mr. Grallo had the superb confidence to believe nothing was impossible so long as one used common sense. One of his first steps in exercising the not so common trait of common sense was to dig a well—even before the plant was built—to avoid the necessity of buying water.



Early this year he completed an annex to the present laundry plant and is currently installing drycleaning equipment which he anticipates will net him an extra thousand dollars a week in sales.

Mr. Grallo doesn't believe in doing things by halves. A couple of years ago when he got interested in archery, he kept at it until he won the club championship of the Nutmeg Archers organization. He has successfully hunted deer with bow and arrow, is a rabid raccoon hunter, and has been written up in national sports magazines.

loss of small loose items such as an individual handkerchief, Personalized puts them in a small-size net measuring approximately 8 by 12 inches.

The washman keeps track of the parts of the bundles thus separated by putting the company's invoice on the large washer and noting on it the number of the fugitive washer used. This invoice is affixed to the washer shell by means of a small magnet which eliminates fumbling with clips or dangerous spikes.

The normal washing cycle for whitework runs 27 minutes and includes three suds and five rinses.

Starch as they like it

Customers are given four classifications of starching to choose from besides no-starch. Starching is not done in the wheel. Personalized prefers to hand-dip, using a solution of light starch and one of heavy starch. Extra-light-starch items are dipped *before* extraction, light-starch items are dipped *after* extraction, medium before and extra-heavy after.

If the 20-inch extractor happens to be tied up, the washed bundle is placed in a waist-high cart with green legs, the color signifying that it has yet to be extracted. Fugitive items are separated from the whitework by a piece of plastic to prevent print-off.

After extraction, the washman pulls the load and places it on an order

cart. In the process he performs the functions of a shakeout operator by preparing the work for the finishers.

Functional lot cart

The lot cart is a homemade, man-high metal unit set on rollers. It is used to keep the customer's bundle together throughout the finishing operation. Each cart represents one order and is identified by an invoice attached to one side. It has three shelves and one tray, the idea being that the tray supplies the work while the shelves are used for storing the finished product. The cart is purposely made high so that wearing apparel, such as blouses, skirts, dresses, etc., which are hung on hangers from its sides, are kept well above the floor.

As the washman pulls the load from the extractor, he loads the tray in the following manner: In one corner he puts the shirts, in another wearing apparel, in the third sheets, and in the last pillowcases. As the cart reaches the various units, the operators know immediately just where to look for these items. Tumble work is placed on the lower shelf.

The cart is pushed from the tumble, to the wearing apparel unit, to the shirt unit, and ends up at the flatwork ironer. It stays at each station until that part of the order is completed. A glance at the cart tells if the order is ready for packaging and

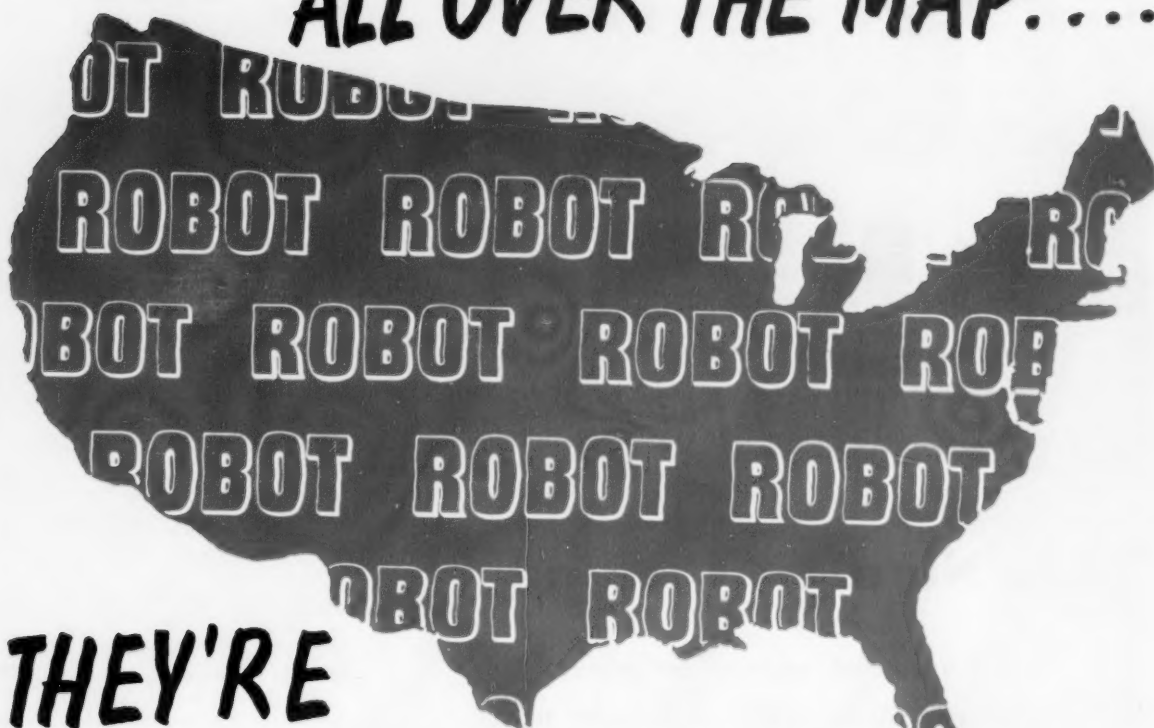
pricing. The shirts are stored on the top shelf and flatwork on the second. (The tray, of course, is empty.) If a shirt is hung over one corner of the cart, this is an immediate indication to the repair department that a button is missing. When the cart is emptied it is returned to the washer section.

When the bundles have been wrapped and priced, they are then set in storage bins which are arranged alphabetically. Any item that is hung on a hanger is put on a storage rail; this is noted on the invoice which is affixed to the bundle along with the customer's original laundry list. Patrons appreciate this latter touch since it saves them the trouble of rummaging around the house to find the list and check some apparent discrepancy.

Personalized Laundry takes extra care to make sure its wearing apparel meets customer approval. As a case in point, it is Mr. Grallo's contention that every woman wants to have a slim waistline. She likes to wear dresses that flatter her in this respect. Hence, it is the practice at Personalized to give the lower half of dresses a light sizing. This creates a billowing effect at the hemline and tends to de-emphasize the waist. The women love it.

In considering the finish of a dress, Mr. Grallo has taught his operators to ask themselves, "Would you buy this dress if you saw it hanging in this condition in a department store?" □□

ALL OVER THE MAP....



THEY'RE GOING AUTOMATIC WITH — ROBOT!

This compact, space-saving, Fully Automatic **ROBOT** Washer is proving to be the aggressive laundry operator's choice. **ROBOT** fits ideally into the washroom picture, whether the plant operation is large or small. The absolute "error-free" control of every washing cycle possible with **ROBOT**, frees plant management from "round-the-clock" supervision in the washroom. **ROBOT** will let you concentrate more time to the development of new business. . **ROBOT** in your washroom means **MORE PROFITS**.

Write today for the **ROBOT** story.



Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

Please send without obligation full information
on **ROBOT** Self-contained Automatic Washers.

Name

Company

Address

City Zone State



ROBOT

LAUNDRY MACHINERY SALES
DIVISION OF THE WOLF COMPANY

CHAMBERSBURG, PENNSYLVANIA

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER



Waterfall sign on top of one-story wing of Crystal Spring Laundry & Cleaners is decorated with flowers planted in recesses of imitation-rock border. At night battery of six floodlights of different colors, concealed in shrubbery in front of sign, plays on falls. Lights change from one color to another by means of electric flasher in circuit

This Sign Is Unique

Rooftop cascade stirs public interest and comment, draws traffic to laundry plant

TRAFFIC JAMMED the corner of Elm Avenue and Franklin Road in Roanoke, Virginia, the first week in June to see real water—a quarter of a million gallons a day—flow over the new waterfall sign at Crystal Spring Laundry & Cleaners.

And everybody's talking about this latest addition to the recently expanded plant. S. L. Weld, manager, reports that thousands of people have commented to him on the beauty of the sign, usually adding questions on how it works, whether it isn't wasting a good deal of water, and how the flowers and shrubs around the sign are watered.

Magnet for sightseers

In fact, public interest has been so great that the Welds (L. H., president and founder of the business; H. S., vice-president, and S. L., secretary-treasurer) had to expand their original plan. When the sign was first built, they intended to run the waterfall only at night—Hollywood style—with colored floodlights playing on it. But so many people stopped by and asked that it be turned on during the day so they could bring their friends or out-of-town visitors to see it that

it's been running full blast during the day and until midnight, when a time-clock cuts it off automatically.

When Crystal Spring completed its \$125,000 building-expansion program early in 1949, the management decided that it wanted a sign that was "different." An artist friend suggested that some sort of waterfall would tie in well with the laundry business and with the firm name, which had been taken from Crystal Spring, the sole water supply for Roanoke when the business was founded in 1906. There was only one hitch—who would build the sign? After four years the Welds gave the contract to a young and aggressive sign company that was willing to tackle the job mainly for the advertising value that it believed would come from the creation of such an unusual unit.

How it's made

Here's how the sign is constructed: The waterfall consists of two tanks, a 7½ horsepower motor-driven pump and a 3-inch pipe connecting the two tanks. The backdrop of the waterfall is a metal sheet painted to look like a waterfall. This sheet conceals the front of the upper tank which is bolted to

CRYSTAL SPRING
Laundry & Cleaners

THANK YOU,
MR. and MRS. ROANOKE!

The many nice things you have said about our new and different "Waterfall" sign have been most gratifying to us. You are very proud of this "living" sign.

Now to answer a few of your many questions:

Question No. 1—"Where did you get the idea? What did you copy?"

The answer is: "We didn't copy anything." As far as we know this is the only sign of its kind in the world. An artist friend gave us the idea about four years ago. We have been trying ever since then to have the idea developed. A few months ago, when approached by Dominion Sign Company, we said them no. They thought it a good one and proceeded to develop it.

Question No. 2—"Isn't it actually expensive? Aren't you wasting a large amount of water?"

The answer is: "No, there is very little waste of water. The water that falls is pumped back to top of waterfall. It is merely a continuous circulation. The rate of flow is over one-quarter million gallons per day."

Question No. 3—"How are the flowers and shrubs growing in the rocks watered when rain is lacking?"

The answer is: "They are watered by an ingenious system of concealed pipes and copper tubing. All flowers and plants are watered automatically directly by opening one valve."

Again, Thank You. We Are Very Glad You Like It.

CRYSTAL SPRING
Laundry and Dry Cleaners

Franklin Road at Elm Phone: 9734 Roanoke, Virginia
CLEANING • GLAZING • REPAIRING • RESTYLING • STORAGE

To meet community interest, Crystal Spring ran ad above in local paper. Ad answered a few of many questions asked about sign; thanked Roanoke citizens for their interest

the building wall. The top and sides of the tank are concealed by simulated rock. Water spills over the front edge of the upper tank, falls in front of the painted backdrop into the tank below on the roof of the one-story wing of the building. This lower tank, connected to the upper by a 3-inch pipe, is concealed by some shrubbery and by the parapet around the roof.

Beside this tank stands the pump that sends the water from the lower tank again to the upper tank. This continuous circulation system moves the equivalent of a quarter of a million gallons of water a day.

An attractive feature of the waterfall sign is its "rock" border. This simulated rock is of metal lathes plastered with cement to which cement dye has been added. The border has 12 recesses in which multi-colored petunias are now planted. The Welds plan to use chrysanthemums in the fall, evergreens in the winter and azaleas in the spring. They'll also add a little antifreeze to the water this winter to keep the pump moving smoothly.

The entire sign—including the 10-by-35-foot neon piece carrying the plant name—cost the Welds \$3,700 and, according to their reports, the waterfall is stirring up a great deal of interest. In fact, S. H. Weld said that he was startled when one man commented, "That's a mighty pretty waterfall sign you have, but it's getting to be a damn nuisance." When asked what he meant, he added, "I had to take my kids by to see it practically every night last week." □□

ONE BARREL

.....
**will wheel size
more than**



18,000
*Comfortable
shirts*

THE STARCH THAT MADE WHEEL SIZING PRACTICAL

VELVET • RAINBOW

THE HURON MILLING COMPANY • • • 9 PARK PLACE, N. Y. C. 7

New Armour discovery offers business-building opportunity



New VELVA-SOFT gives everything you wash a luxurious, soft finish never before possible in any power laundry. Works on any fabric — natural or synthetic!

Does it in a single rinse!

New customers for less than a penny apiece! That's the promise this amazing new Armour fabric softener makes! Once a customer feels the soft, gentle fluffiness VELVA-SOFT gives to everything in her family wash, she'll be your steady customer! And the cost to you is only a fraction of a cent per wash load!

Greater volume from your regular customers! VELVA-SOFT makes towels so fluffy they are actually twice as thick. Even crisp, starched shirts won't chafe or scratch. Rough muslin sheets feel like costly percale. What's more, VELVA-SOFT actually makes clothes last longer! When your customers get to know these amazing VELVA-SOFT benefits — benefits they can't get from the most careful home laundering — they'll be sending bigger — and more — bundles than ever!

Makes your washing operations easier! A VELVA-SOFT finish resists dirt and grease, so clothes come clean quicker. VELVA-SOFT works well on cotton, rayon, wool, nylon, Dacron, Orlon, Dynal and Acrilan. And since VELVA-SOFT treated fabrics are practically static free, the shakeout period is shorter — ironing easier. You'll save many man hours — and raise employee morale, too! Fabrics with a VELVA-SOFT finish are easier on the hands and protect against roughness. It's no extra work to use VELVA-SOFT — you simply add it to your final rinse.

Easy to merchandise! Armour has ready a wealth of merchandising aids to help you sell the benefits of a VELVA-SOFT finish to your customers. Call your Armour Industrial Soap Department district representative for quick service. Or, send coupon for further information.

ARMOUR

Industrial Soap Department

Armour and Company • 1355 West 31st Street • Chicago 9, Illinois

you the biggest in years!



Mail this coupon with your letterhead

Armour Industrial Soap Department
1355 West 31st Street, Chicago 9, Illinois

☐ Please have representative call
and explain VELVA-SOFT PROFIT PACKAGE

Name _____ Title _____

Address _____

Firm _____

City _____ Zone _____ State _____

SL 7



Folder announcing opening of new department; black printing gives three-color effect on paper that's gray on one side, pink on other. Instead of usual photos of equipment and how of cleaning, folder emphasizes benefits customers may expect. Straightforward copy tells story of luxury—quickly

french

announcing — French Dry Cleaning, styled for today's new fashions in fabrics, the most luxurious dry cleaning in Orange County. We invite you personally to visit our new Super-Zero Cleaning department to see modern methods combined with old-fashioned, traditionally French, handcrafting — a new concept in cleaning that brings to you cleaner cleaning with full fashioned finishing, that restores the original luster to every individual fibre of your garments, that carefully shapes your apparel to style with new steam-vacuum presses, that guarantees you more pleasure from your clothing. Let us prove that French Dry Cleaning is different — and that you can see and feel that difference. Try the luxury of French Dry Cleaning this week and every week.

Telephone: Anaheim 2433 • In Fullerton & Santa Ana, 25th 2423

● french LAUNDRY and DRY CLEANERS, 605 E. Center St., Anaheim

dry cleaning

PART III

How To Write Your Advertising

By ROBERT M. PLACE

THE DIFFERENCE between bad wording and good wording in advertising—the wording that is called “copy” in the advertising profession—is perfectly illustrated by this story.

The other day a laundryman called me on the phone, asking in mock despair,

“How in the world do you turn off an ad?”

A few days previously he had called to ask if I had any ideas as to where he could get a girl for shirt finishing. He had recently installed a two-girl cabinet shirt unit and

needed a good girl to train on the folding end. He'd tried newspaper ads, calling all the other plants in town, the U. S. Employment Service and his own operators—and couldn't find a girl anywhere.

At my request, he read me the ad, running under the classification “Help Wanted, Female”:

Shirt finisher. Apply at Blank Laundry.

I asked him if he'd try another classified ad that I wrote for him and he agreed. The new ad read:

Good pay, steady work, pleasant surroundings, vacations, and other benefits. We will train the right girl to fold shirts on brand-new, semi-automatic folder. Apply in person. Blank Laundry.

His second call was to tell me that he'd had over 50 eager applicants the day before.

“Neither my bookkeeper nor I was able to get a bit of work done yesterday,” he said, “because we were interviewing girls all day long. Now it's only nine-thirty on the second day and we've already had another 10 girls in this morning. How do we turn it off?”

What makes good copy

Why did the second ad sell the job while the first attracted not one applicant? The answer is simple:

In the first ad the laundryman told what he wanted—a shirt finisher. In the second ad readers found what they wanted.

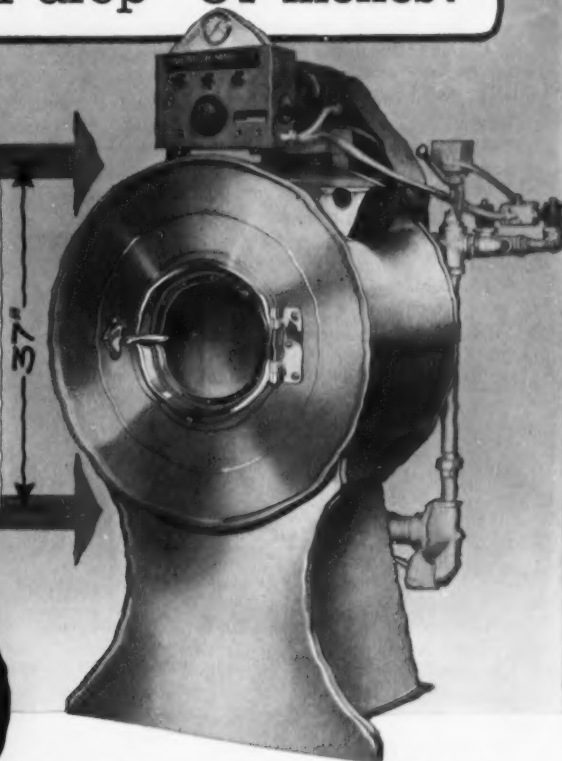
Good advertising copy tells the reader what benefits he may expect from the product or service offered, and thereby induces him to action. No man wants an electric shaver—he wants quicker, smoother, gentler shaving. No housewife wants laundry bundles. She wants freedom from a disagreeable, unending chore—or cleaner washing—or professional ironing—or any of the other advantages



LAUNDRY OWNERS TELL US...

"The Huebsch Washer is better because of the bigger drop—37 inches!"

37" DROP
assures a good
washing job, even on
very soiled wash



HUEBSCH

open-end WASHER

3 Types of Controls

AUTOMATIC (shown above)—Automatically runs through a set formula of three suds and three rinses to completion. Number of suds and rinses can be varied to suit specific needs. Supplies must be added. Semi-automatic and Manual controls also available.

GET ALL THE FACTS on how Huebsch Washers can profitably fit into your laundry operations. Write for details. No obligation, of course.

● Laundry owners report the bigger drop in the washing cylinder, a full 37 inches, gives the Huebsch Washer a big advantage over the standard 28-inch, 30-inch, or even 36-inch diameter washers. The Huebsch Washer has a 50-pound capacity, ideal for handling small and medium sized loads. Excellent mechanical action, *plus* the 37-inch drop, means even badly soiled clothes are easily cleaned.

Look at the washer's features and you'll see they are typically Huebsch... simple in design, yet built so sturdily of stainless steel you can expect years of economical, untroubled service. Low initial cost. Low operating cost.

HUEBSCH
Originators

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper • Automatic Valves
Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet
and Garment Dryers • Washometer • Open-End Washer

HUEBSCH MANUFACTURING COMPANY, 3775 N. HOLTON ST., MILWAUKEE 1, WIS.
Division of THE AMERICAN LAUNDRY MACHINERY CO.

of commercial laundering. And she wants them only because they make her things more beautiful, or comfortable, or give her time for something more constructive, or protect her health.

In our little classified ad for a shirt finisher, we offered real benefits—good pay, steady work, pleasant surroundings, vacations, and then held out the promise of even more desirable benefits which were unnamed in the ad. These benefits, to name a few, include incentive pay, sick leave, music during working hours, and friendly social contact with fellow workers.

Secondly, we flattered the reader by suggesting that not every person could obtain these benefits. We would teach the "right" girl only.

Lastly, we defined the job in terms that made it sound easy and interesting—not just a shirt-finishing job, but a chance to fold shirts on a "brand-new, semi-automatic" folding machine.

It's no wonder that girls flocked in to apply for the job, while nobody at all was interested in "shirt finisher."

The question to ask

The first principle in writing good copy is to ask the question about the product to be advertised, "What's good about it?" Be skeptical in asking yourself this question; put a small sneer into it. Then seriously analyze what there is about the product or service which would make any sane person want to buy it.

One simple trick is to write down in two columns all of the advantages and disadvantages of the featured service. On the left jot down all the good points that you can think of. Then in your second column be harsh and jot down the bad points. Now analyze each of the bad points and see if you can't reverse it into a good point.

Here's an example, again in the classified field, which shows you how this psychological reverse play is done. A linen supply firm needed a night man to count in dirty linens. The job started at four in the afternoon and ran until midnight, and it was lonely work because the plant was shut down during that period. After a number of unsuccessful attempts to find a man, the laundryowner sat down with his list of drawbacks of the job and reversed them into assets. Here's the ad that brought him plenty of men:

Do you like to work alone? Do you like to sleep late in the morning? Do you want a steady job with your days free? We have the job available for the man who likes to work by him-

self without supervision through the quiet evening. Apply, etc.

Lonely? Sure, but some people like to work alone, so why not make that an advantage? Night work? Rough for most people, but some people like to sleep late, to get up without having to rush to work, to spend the daytime fishing, visiting old cronies, or what have you. That's a decided advantage to the man needed for this job.

The advertising frame of mind tries to interpret all of the aspects of the product or service in terms of advantages to somebody. As a matter of fact, the whole question of advantages and disadvantages depends entirely upon the viewpoint of the person thinking about them. A Scotchman is

that we think their advantages are readily apparent. But people as a whole do not think much about our business, and so we have to point out the advantages to them.

A new drive-in laundry call office failed to receive a great deal of play from the public at first. It had every advantage including plenty of parking space in front—but until signs were set up with the words "Free Parking," "Drive-In" and "Park Here" few motorists used the parking lot. Those who came to the plant parked as was their ordinary habit at the curb. In addition to the new signs, the manager had some of the employees park in front so that the office looked busy—and business boomed.

You'd certainly think that the public, with today's parking problem, would be looking for a place to park easily. The fact of the matter is that they have to be told that this is the spot. That's the job advertising does.

You'd think—to go back to our shirt-finisher example—that any girl looking for work would know that a shirt finisher today would get good pay, vacations and steady work. Perhaps, in the back of their minds, the girls did know that when they read the first ad but it didn't come up to the front of their minds, the part that causes action.

Applying to our own business this principle of reversing the disadvantages to advantages and telling the public about them, we can readily see, for example, that "wetwash" sells very little. The fact that the bundle is wet and sloppy is our disadvantage. A little reverse psychology and we find that the bundle is "ready-to-iron," all washed and clean and bleached and blueed, the major chore done so that the housewife has only to hang it or iron it. If she had stopped to think, she knew these things already, but we have done her thinking for her by telling her these things she ought to know, and the bundle sounds good—an economical (rather than "cheap") service which offers some wonderful advantages to her.

Sometimes it is a little difficult to know where the reverse actually lies. A cleaning shop advertised "Suit Cleaning, \$1—Mothproofing Free." Then it changed the copy to read: "Suit Mothproofed, \$1—Cleaning Free." Result? Business increased 20 percent!

In the first case, free mothproofing sounded as though the service was worth just what the customer was paying for it—nothing. In the second case, customers knew the value of suit cleaning, so they felt they were getting a genuine free offer.

(Continued on page 32)



Front cover of folder describing laundry's various services. This inexpensive one-color bundle- or door-stuffer is the descriptive folder with "sell" added

stingy or thrifty, depending upon which side you're on. A man is generous or a spendthrift, youthful or callow, brave or foolhardy, smart or foxy, ambitious or pushing, cautious or timid, and so on through the entire list of virtues and vices.

Just for practice make a list of all the "bad" qualities in a man and then reverse your viewpoint and show them as "good" qualities. When you can almost automatically see the other side of disadvantages, you are going to be able to write selling copy for your advertising.

You have to tell them

Another point which should be stressed here is that you have to tell people about the benefits they will receive. We are usually so aware of the things with which we are connected

SPORT SHIRTS *Beautifully Finished by* **UNIPRESS!**



One or Two Girl SPORT SHIRT FINISHING UNIT

Distinguished for the "hand-ironed" finish that sells housewives

Sport shirts can mean profits . . . not problems . . . with the highly efficient and compact Unipress one or two girl sport shirt finishing unit.

IT'S THE WORLD'S FINEST!



*Sport Shirt
Sleeves
Beautifully
Finished
in Seconds!*

Frosted head plates combined with the famous Unipress "gliding" action on "floating" bucks give sport shirts a soft, smooth finish; the kind customers expect! Beneath the removable frosted plates are highly polished chrome heads.

Production is paced by the amazing new one lay sport shirt sleever that finishes sleeves in seconds. The combination SCYC does collars, cuffs and full yokes in just two simple lays. It eliminates the need for a separate yoke press. Saves floor space. Saves operator's steps.

Serve more customers better. Step up business volume. See your local Unipress distributor or write . . . today!

THE UNIPRESS COMPANY

2802-A Lyndale Ave. So., Minneapolis, Minn.
Send floor plans and complete information on:

- ☐ One or Two Girl Sport Shirt Finishing Unit
☐ One Lay Sport Shirt Sleever

Name _____

Firm _____

Address _____

Zone _____ State _____

City _____

Finer Finishing Faster with



THE UNIPRESS COMPANY
Minneapolis 8, Minnesota

This is MODEL!

"Such beautiful laundering," says one housewife. "And such good customer service." Another chimes in. "And so reasonable." And a third. "You do you do it?" Hundreds of Orange County women have been asking us for over 25 years.

Such amazingly low prices from such wonderful women begin in a perpetual blush, our faces modestly lowered to our skirt-like fingers.

"What do we do it?" By Golden Rule every bit of laundering, every piece of dry cleaning you send to the Model — by doing it for you as we should like to have it done for ourselves.

luxury handwork

Frankly you won't need this service every week — it's for only your very nicest things. We fuss over them, making sure that they are just as — perfect — before we deliver them back to you, because this is the ultimate in Model service. It's part laundering and part dry cleaning and all handwork. You'll want formal, dress shirts, women blouses, fancy table linens, curtains and drapes given the Model Luxury Treatment — handwork that is Craftsmanship.

You can't buy a woman's friendly recommendation. You have to earn it — and it looks as though our patient, painstaking sense of responsibility, built up through years of experience has earned us the recommendation of lots of modern housewives who tell their friends who tell their friends and so on.

... deluxe finish

Professional ironing is the big feature of this, our most popular family laundry service. Shirts, of course, are our specialty — and men like the slick, smooth, professional finish of Model's shirt ironing. They also like the just-right starching, the clear Ivory Soap washing that makes whites whiter, colors brighter. Housewives are particularly partial to our flatwork ironing for just about the same reasons. You've never *fluffed* or *fluffed* until you've tried between-iron smooth Model laundered sheets. Everything is ironed in this service — except bath towels which are fluffed up big and soft and neatly matty. Each piece individually pressed.

... fluff-dry

You can send your regular family washing to us to be Ivory Soap washed, just as everything is at the Model for minimum charges — by the pound. We return it to you safely dried in our giant warm-air tumblers. Underwear, towels, lots of pieces ready to wear or use, others which you will want to iron. BUT SURPRISE! We save your sheets, and large tablecloths, the hard-to-do pieces, just as we do in the Lux Finish — and at the extra charge! In other words, FREE, gratis, at the price of fluff-dry alone.

Inside of folder describing services. Written directly to housewife in her own language—bright, amusing, even "cute"—explanation makes her want to try services right away. Copy boasts yet deft handling of words takes away curse of bragging. Hand-lettered headings provide novelty

(Continued from page 30)

Speak the customer's language

Copy should talk to prospects in their own language, too. As we noted previously, our customers are not interested in how we produce our services, but in what they get for their money. Often we tend to talk in our own special laundry lingo in writing our advertising, and so lose our audience.

Again speaking of our shirt finishing job, many of the girls who applied did not know what shirt finishing was. "Folding," on the other hand, was clearly understood. Similarly, to our customers "flatwork finished" is not anywhere nearly so meaningful as "sheets ironed." Both *flatwork* and *finishing* are laundry terms, well un-

derstood by most of our customers, but probably pretty vague to the woman who does her own washing.

The effort, then, should be to get our message into terms the housewife well understands. Adjectives and adverbs are the means we have to add color and description to our phrases, and to bring them into the language of our customers. "Sheets ironed" is good, but "sheets beautifully ironed" qualifies the basic facts into something much more desirable. It also speaks the housewife's tongue.

"Our washing brings your clothes back white." By throwing in a few color words we can add to the appeal: "Our gentler washing brings your finest linens back snowy white."

With three additional words we have done a great deal. First, we have

indicated that our washing which brings clothes back white is not, as one might think, a harsh process, but may be even gentler than home washing. Secondly, we flatter the prospect by describing her clothes as fine linens, assume that she has several grades of fine linens which she treasures highly. Third, we have given "white" a positive meaning by comparing it to snow.

Address the individual

In writing copy another thought that should be foremost in our minds is that we are addressing one person only. One housewife at a time is going to read our ad, not the housewives of the entire town. The more personal we can make the ad, the better.

Notice how a good television announcer talks directly to you, while a poor one puts on a generalized pitch to an audience. You've probably received business letters which have annoyed you because the writer writes as though he were making an oration to an auditorium full of people rather than writing to you personally.

It's an old tried-and-true custom in advertising to get "You" into the copy as often as possible, so that the benefits offered seem more personal to the reader.

Writing copy is not difficult. It requires only a basic knowledge of English, and then a fairly straightforward presentation of the benefits the service will bring, written from a favorable viewpoint. The more direct the copy, the better the results.

The test of advertising is in its selling power. It does you no good to write advertising copy with farfetched illustrations, fancy and fanciful comparisons, literary language. The quicker you can point out advantages, the more vividly you can picture them, and the more directly you can offer them to the reader—the more you are going to sell. □□

LAUNDRY BUSINESS TRENDS

New York

May 8—0.4% more than last year
May 15—5.0% less than last year
May 22—9.0% less than last year
May 29—3.8% less than last year

M. R. Weiser & Co., New York

New Jersey

May 8—2.8% less than last year
May 15—11.6% less than last year
May 22—10.9% less than last year
May 29—5.3% less than last year

M. R. Weiser & Co., New York

New England

May 8—1.6% more than last year
May 15—2.0% less than last year
May 22—6.0% less than last year
May 29—2.6% less than last year

Carruthers & Co., Boston

Southeast

Mar.—1.0% less than last year
Apr.—Same as last year

J. R. Wilson & Co., Atlanta



nothing
outwears...

*
DATEX
(DACRON DUCK)
for Flatwork Ironers

developed and manufactured by gibraltar

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



GIBRALTAR FABRICS, INC.
2236 PITKIN AVE., BROOKLYN, N. Y.

Dutex is Gibraltarized! (Pre-shrunk) Will shrink less than other Dacron Flatwork Ironer Covers.

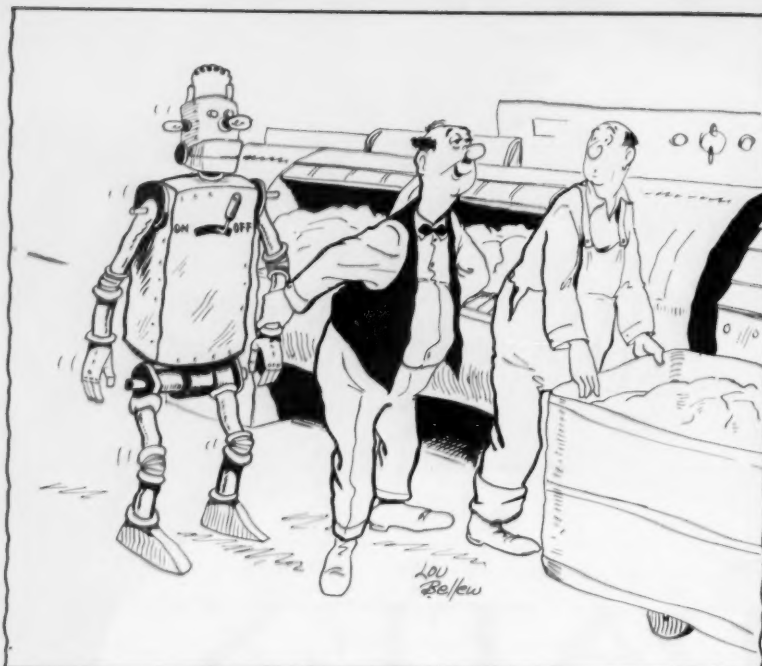
**"DATEX"
COVERS**

AVAILABLE IN:

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,
samples and prices.

Sold through
leading distributors
everywhere.



"You've always said I should completely mechanize the washroom . . . well . . ."

How Fishburn's Took the Nightmare Out of Expansion

By NORMAN SPRAY

HEALTHY AS IT IS, expansion will bring problems and perplexities unless it is thoroughly planned in advance. That is the opinion of Denys R. Slater, president, and his brother Vernett B. Slater, vice-president of Fishburn Cleaning and Laundry Co. in Dallas, Texas.

Up until a year ago Fishburn's was much too crowded for efficiency or comfort. The washroom was on the ground floor, the finishing and packaging departments on the second. That meant trucking work upstairs while it was wet—a costly operation. It also meant that employees were

working under conditions which the management was not happy about. Yet each year the volume of business increased. Space was the problem.

As the Slaters were considering an addition to their present building they were approached by the officers of Ideal Laundry Co., their next-door competitor, with an offer to sell. Here are the steps in the procedure they followed:

1. Appraisal: Denys Slater says two things are "must's" when you buy a going laundry business. First, make

A 45-Year History

It was a unique opportunity that enabled the Slater brothers to buy a business which their father and two uncles had founded 45 years previously. Ideal Laundry was established in Dallas by Frank B. Slater with Fred and C. M. Brannon. In 1912, Mr. Slater sold his interest and with W. B. Fishburn of Fort Worth opened Fishburn's, a dry-cleaning business, right next door to the Ideal plant.

After one year Mr. Fishburn sold his interest in the new enterprise to Mr. Slater and in the years that the present-generation Slater brothers were growing up in the laundry business there was a workable relationship between Fishburn's and Ideal. This ended in 1935 when Ideal opened a drycleaning department in direct competition with Fishburn's. The latter company allowed this situation to continue until 1937 when the Slaters set up a laundry department. From that time until 1953 the two companies were vigorous competitors. Thus, in addition to space problems, the Slaters had historical reasons which influenced their decision to buy Ideal, a purchase which was completed one year ago this month.

The acquisition gave Fishburn's a frontage of over 400 feet with a depth of 180 feet. But the expansion problems started even before the papers were signed. Here's a blow-by-blow description of some of the major problems and how the Slaters tackled them.

sure you know what you're getting. Find out in advance how good the equipment you are buying is and what you can do with it. Secondly, determine whether you want to keep the customers serviced by the plant you are buying.

Because they believe the average laundryowner is incapable of telling how much service is left in used equipment by looking at it, the Slaters called in qualified engineers, experts in the field, to help appraise Ideal's equipment and determine which pieces to keep, which to discard.

A thorough study of Ideal's sales records convinced the Slaters that they would do better to concentrate on expanding their own customer list. Therefore, it was decided to make no special effort to retain Ideal's customers.

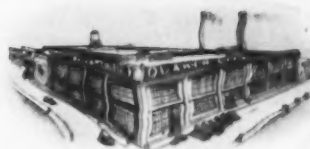
2. Employees: All Fishburn employees were told just what was being done as soon as the purchase was defi-



Quaker City Laundry, Inc.
Established 1864

"OLDEST IN THE STATE - BEST IN THE CITY"

MARKET STREET AT 48TH, PHILADELPHIA 39, PA. • GRanite 2-1121



May 27, 1954

Mr. W. P. Black
Lever Brothers Company
390 Park Avenue
New York, N. Y.

Dear Mr. Black:

Since we now have had about four months experience with the Lux Laundry Plan, we believe we are able to furnish you with a reasonably accurate report as to the results up to the present date.

At the conclusion of this four month period total sales reflected an accumulative increase of 8.9% as compared with the corresponding period of 1953. There also has been a marked increase in the enthusiasm of our sales personnel, which, of course, cannot be measured in terms of percentages.

Much to our surprise as well as delight, there has been no appreciable increase in soap cost, since we have been able to maintain the same cost ratio per pound of clothes laundered along with a high soil removal and whiteness retention factor.

Another segment of the Lux Plan, about which we are particularly enthusiastic, is the publicity given to professional laundries on your nationwide television and radio programs. Sponsored by a manufacturer of home-washing products, this publicity for the laundry industry is not only surprising but most gratefully accepted.

Sincerely yours,

Chas. H. Kendrick, Jr.

Chas. H. Kendrick, Jr.
Executive Vice President

CHK/mw

Sounds like a good deal -- Call Quaker City to check -- then call Lever



CHLOROPHYLL DRY CLEANING • FREE MOTHPROOFING • DRY AIR COLD STORAGE ON THE PREMISES

July 15, 1954

35



Conveyor belt for finished wearing apparel is prominent feature in laundry department in Fishburn's newly acquired building. Electric eye automatically stops belt when bundle reaches packaging table; belt starts again when bundle is picked up

nately arranged. They were naturally pleased to hear that more space had been acquired. Letting them in on the plan from the beginning built up their enthusiasm. By the time the laundry department actually moved into the new, well-lit and ventilated quarters, morale was at a high point.

Frankness with employees is a tradition at Fishburn's. The management believes that once an employee is trained in the way it likes to do business it is a losing proposition for that employee to leave. With this philosophy the firm has succeeded in stabilizing employment remarkably well.

For example, 60 percent of the people now staffing the laundry department started work there when the department was first established in 1937. Among them are the two laundry supervisors, Mrs. Lillie Liston and Mrs. Oree Downing.

As it developed, Fishburn employees had an even greater stake in the expansion move than they thought. Like Fishburn's, Ideal had been forced to operate on two stories. When Fishburn's took over the Ideal building, it set up a one-story operation. This left an upper floor in the Ideal plant vacant, which Denys Slater says will be converted into a lunchroom and general recreation room for employees. A ping pong table or two and other facilities will make it as pleasant a place as possible for an employee to spend his lunch hour.

3. Planning: Although Fishburn's acquired Ideal in July 1953, the plant was not occupied until January 1954. The time in between was used mostly to appraise the equipment in both plants and to plan the new equipment outlay in the Ideal plant, in the belief that any time spent to do the job right was time well spent.

Together with engineers of two machinery manufacturers, the owners

discussed the most modern operating methods and the possibilities for best utilization of their new space. It was decided to use all of the Fishburn equipment and a portion of that acquired from Ideal. Purchase of new equipment was not necessary.

Mr. Slater and the engineers he consulted had at least two objects paramount in mind in planning: First, they wanted to get all laundry and cleaning activity on one floor. Second, they wanted to arrange the plant for the most efficient operation possible.

4. Layout: Fishburn's laundry department was moved entirely from the Fishburn building and into the Ideal property. Equipment was set up for a straight-line workflow.

As the laundry section is now set up, all flatwork and wearing apparel enter the plant on the west side and work east. Equipment is spaced just close enough together so that there is a minimum of lost motion in moving clothing and flatwork from one operation to another.

One feature designed by the Slaters and engineers especially for use in

All three sons of the late Frank B. Slater are doing an outstanding job in the field their father chose. In addition to Denys and Vernett, a third brother, Orville A. Slater, runs the Slater-White Laundry and Cleaning Company in San Antonio, Texas, in which all three brothers have an interest. All three Slaters grew up in the business in which their father was long a well-known leader.

Fishburn's laundry is a 55-foot conveyor belt for the wearing-apparel packaging operation. As wearing apparel is finished, it is placed on the belt for movement to a girl at the front who handles the wrapping.

The belt is equipped with an electric eye located at the girl's work station. Each time the stack of clothing moves up even with the eye the belt stops automatically. As soon as the girl picks up the stack and wraps it, the belt automatically starts again, thus moving another pile of clothing into position.

According to Mr. Slater, this idea has proved so successful in saving time and money that he will put in a similar installation for flatwork packaging as soon as possible.

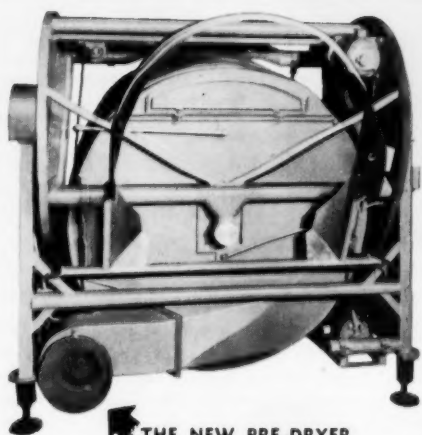
5. Cost control: Since it had just advanced a considerable sum for the purchase of Ideal, Fishburn's was extremely cost-conscious in setting up the new departments. It was determined soon after purchase that certain repairs and alterations would be required, but no major building changes were called for. Primarily, it was a matter of painting and cleaning up.

(Continued on page 38)

The management of Fishburn's believes firmly in cooperative advertising. Early this year, for example, it joined with other member firms of the Professional Laundry and Cleaning Association of Dallas in promoting the AIL Button Campaign. All members offered to launder two shirts free for every missing shirt button reported by a customer. Mr. Slater points to an average of about 100 more shirts per week in 1954 than in the comparable period of 1953 as evidence of the campaign's success, and adds that it did just as well by other member firms.

In the constant battle against the housewife who does her laundry at home, Fishburn's also joins in promotions of the Dallas group. Any laundry, Mr. Slater says, can claim to do a better job than a competitor, yet the biggest source of competition is not other laundries but the home. "If we can get the business from the home," he says, "and into the hands of professional launderers, we all stand to gain a fair share."

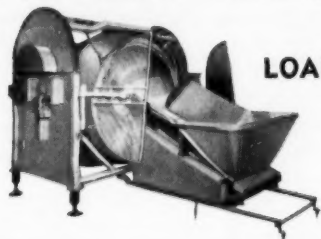
There's Only **ONE**
AND IT'S THE ONE YOU NEED!



THE NEW PRE-DRYER

FOR FLATWORK AND GARMENTS

Removes 10% More Moisture
Provides 20% Heat-Rise in
Only 5 Minutes' Tumbling



LOADING

- Proven ideal for laundries, linen suppliers, garment conditioners, hotels and institutions.
- Heating and tumbling flatwork makes it softer and easier to handle.
- Can be used with centrifugal or squeeze-type extractors.
- Conditions flatwork ready to iron. No hand-shaking necessary.
- Keeps ironers continuously busy.

Purkett engineers are laundry, linen and garment conditioning consultants. They can solve your problems. Ask for their specialized assistance at any time.

PURKETT'S NEW PRE-DRYING CONDITIONER

PATENTED For Your **PROTECTION**
DESIGNED For **DEPENDABLE DUTY**
ENGINEERED For Your **ECONOMY**
ATTACHMENTS* Are **AVAILABLE**

*Conveyors • Hoists • Loader Trucks, Etc.

HERE'S WHY!

- The 10" Mounted Squirrel Cage Fan, powered by a 1-H.P. motor, forces workroom air through clothes in a revolving cylinder and out through perforated doors at front.
- Air is evenly distributed into cylinder through perforated baffle which contains 1528 quarter-inch holes and is located just behind heater coils.
- The controlled flow of air is so gauged that clothes absorb most of heat . . . less heat is discharged into workroom than that thrown off by a flatwork ironer, a steaming washwheel or a press unit.
- Damper control in air inlet duct reduces airflow as needed for different seasons of the year.
- The divided door replaces overhead type door.
- Push-button loading and unloading replaces cam and lever.
- Double roller chain on unloading drive replaces V-Belt or Link Chains.
- All cylinders now contain six ribs, replacing former three-rib cylinder; allow machine to be used on any type extractor without any changes.
- Continuous controlled loading-unloading and 250 lb. capacity are additional! "plus factors" which increase production and lower costs.

MANUFACTURED BY
PURKETT MANUFACTURING COMPANY
JOPLIN, MISSOURI



Extent of two properties is shown in this view of plant front. Note Fishburn sign in foreground. Ideal almost half a block away, driveway between

(Continued from page 36)

Rather than hire a contracting firm, Slater temporarily put five painters and carpenters on the Fishburn payroll. As the need for their services expired, he let them go one by one, as agreed when they were hired.

6. Integration between old and new:

This has been accomplished remarkably well because of the unusual circumstance which enabled the Slaters to acquire a building adjoining their own. As a result, Fishburn's was able to cut away partitions separating the two plants and join the buildings under one roof. Thus, there is no particularly new administrative problem in operating that did not exist before.

If this plant had been across the street, Mr. Slater says, Fishburn's would not have bought it. That little difference in distance would make that much difference in administrative problems. The Ideal call office has been closed and Fishburn's receives only at its own counters.

Although the two buildings adjoin each other for the greater part, they are separated at the front by a driveway that runs from the street into a courtyard. Loading docks, located on either side of the area, permit easy loading and unloading of trucks by route salesmen at both the laundry and cleaning departments.

7. Customers: Although the Fishburn management decided against any all-out campaign to retain Ideal customers, Mr. Slater is not disposed to let an improvement story escape the eyes of the public. Therefore, upon completion of clean-up and painting work, Fishburn's plans to embark on a program to put the story across. Mr. Slater said it had not been definitely decided whether or not there will be

an open house, but he leaned toward inviting various leading civic organizations, clubs, etc., to tour the plant.

In addition, the management will push a campaign to have all employees "talk up" the new addition and the resultant quicker service which the firm can offer. There will also be newspaper, radio and TV advertising.

Enjoying an enviable position as one of the oldest quality laundry and cleaning businesses in Dallas, Fishburn's has always had all the customers the plant could accommodate since World War II. Consequently, the firm does no high-powered advertising. Occasionally, however, Mr. Slater uses newspaper ads, radio and TV spots

to put over a special campaign. But mostly advertising is institutional, or run in connection with the Professional Laundry and Cleaning Association of Dallas.

The company also distributes quality-looking booklets of matches to every customer. The match booklet is printed in a blue-and-white tweed design, and "Fishburn's" is printed on the cover in distinctive type.

"We're old-fashioned enough to believe," Mr. Slater says, "that good work and timely delivery are still the best advertising available. You can't beat word-of-mouth—and we expect it to work just as well for us under the new setup." □□



"You realize, of course, this is treason, Mrs. Shay!"

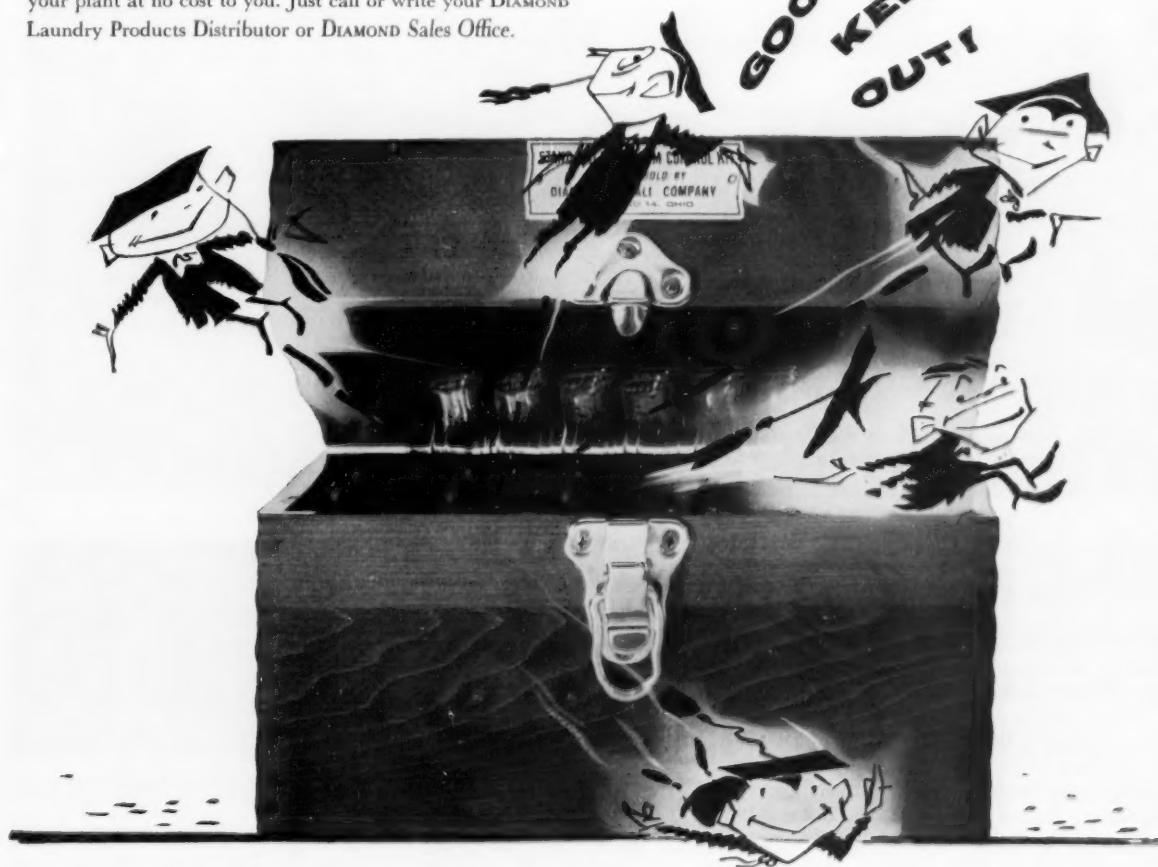
Chemicals you live by

Long as we've been at the business of helping laundrymen, we still keep on finding new solutions to old problems, new ways to get better laundry results at lower cost. One reason probably is that we don't have any standard answers. We tackle every washroom problem as if it were brand new. We analyze the water supply, the nature of the work and the soil encountered and check over every step of the washroom procedure.

That's why we've been so successful in helping laundrymen. And in the process we've developed a line of twelve different engineered detergents, five sours and two blues. Out of this combination we can develop formulas that give ideal results in any type of laundry in any part of the country.

The DIAMOND Technical Serviceman will be glad to come to your plant at no cost to you. Just call or write your DIAMOND Laundry Products Distributor or DIAMOND Sales Office.

**GOOD IDEAS
KEEP POPPING
OUT!**



DIAMOND DETERGENTS

Balanced for the Laundry Industry

Metasilicate	Alkalate®	Hydrobreast®
Supersilicate	Ortholate	Hydrolate
Orthosilicate	Paralate®	Paralate S®
Metallate	O & W Compound	
	Hi-Ratio Silicate	

SOURS

Safety-Linen®	Septo®	Double-Duty®
Carbo®	Econo®	

BLUES

Liquid Blue R	Liquid Blue G
(Red)	(Green)



DIAMOND LAUNDRY DETERGENTS

SOURS - BLUES

Diamond Washroom Digest is packed with useful facts. Ask your Diamond Distributor for free copies.



DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



Key posts in Pacific Northwest joint group will be held by these officers (left to right): Harold Tomlinson, Bob Hammond, Don Spellman and Howard Keeler

Northwesterners Meet At Spokane

THE THIRD DIMENSION of plant operation is public relations, according to William L. Brown, director of public relations for the National Institute of Drycleaning. In a speech at the Pacific Northwest Launderers and

Dry Cleaners Convention at Spokane, Wash., Mr. Brown advised that good relations with employees will reflect favorably in a business by ensuring that the employees will make a good impression on the community.

The Ridpath Hotel was convention headquarters for the 250 delegates and guests from the Pacific Northwest who attended the meeting on May 13, 14 and 15. Timed to coincide with the festivities of Spokane's annual Lilac Parade, the meeting was called to order by President Mel Porter of Spokane.

A technical discussion of the problems of the charged system was led by John Gray, Adco, Inc. He reviewed the problem of maintaining the proper mixture of water and detergents and explained a new system of determining moisture content. Another featured speaker at the convention was George Isaacson of American Institute of Laundering. His topic was "Changing Trends and Opportunities."

Members elected Bob Hammond, Tacoma, president and Dr. Carl von Harten, Vancouver, B. C., vice-president. Howard Keeler, Seattle; Don Spellman, Tacoma, and Howard King, Tacoma, were reelected treasurer, secretary and assistant secretary, respectively. The new sergeant-at-arms is Harold Tomlinson of Seattle.

Besides watching the extravagant Lilac Parade, members enjoyed golf at the Manito Golf and Country Club and the annual banquet. Next year's convention is slated for Tacoma.

Convention in Charleston

BETTER MANAGEMENT and increased sales efficiency are the answers to signs of recession, the West Virginia Launderers and Dry Cleaners Association was told at its thirty-seventh annual convention in Charleston on May 21 and 22.

James M. Chisholm of Emery Industries, Inc., said businesses that seek to improve their operations stand to build a sturdier trade despite talk of cutbacks. Noting the decline in the coal industry in the state, Mr. Chisholm pointed out that a drop in purchase of new clothes might well result in more business for the cleaners and launderers since people would have to take better care of their clothes.

About 100 delegates registered for the sessions held in Charleston's Daniel Boone Hotel. Business meetings were held Saturday morning and afternoon with a banquet and dance following that evening.

S. D. Ward of Ward Cleaners and Dyers, Buckhannon, was elected president; Omer A. Elam of Gardner's Certified Cleaners, Charleston, was



New officers elected by West Virginia Launderers and Dry Cleaners Association, left to right: S. D. Ward, Omer A. Elam and W. L. Cargal

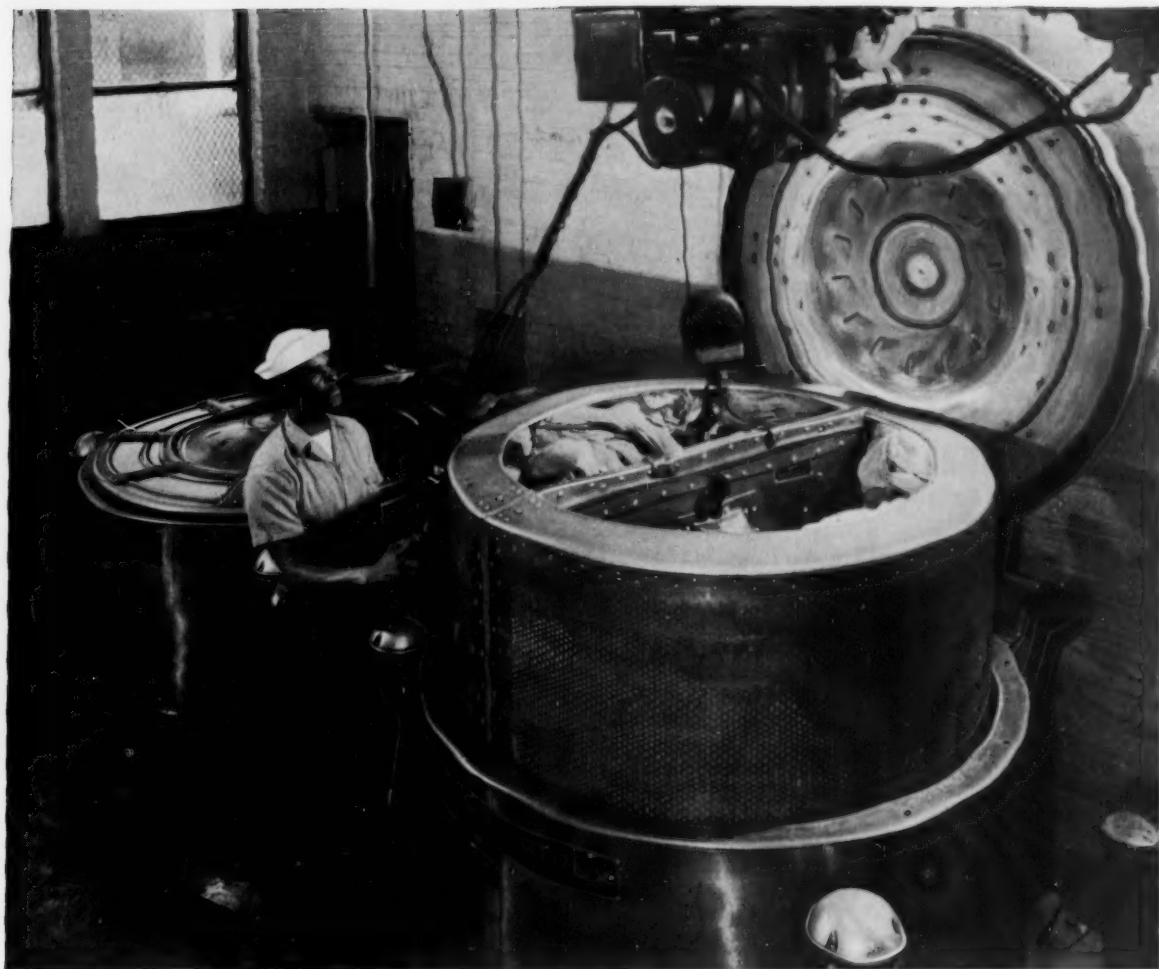
named vice-president; W. L. Cargal of Pilgrim Laundry and Dry Cleaning Co., Huntington, was chosen secretary-treasurer.

J. C. Bleigh of Weston, retiring president, presided over the morning sessions at which there was an illustrated talk by Charles MacCallum of The Dow Chemical Company.

A panel discussion on charged systems brought out the fact that the drycleaning business has progressed more in the past three years than it did in the previous ten years. William S. Hendricks, Bluefield, served as

moderator with the panel made up of Karl Johnson of The Davies-Young Soap Company; Dr. J. C. Alexander of Adco, Inc.; Ken Conroy of Caled Products, Inc.; George Whitcomb of Fry Bros. Co., and Ernie Heidersbach of R. R. Street and Co. Inc.

Ralph Yonke of the American Institute of Laundering discussed the need to screen routemen before hiring them and to keep a close check on their production. He also went into detail about various advertising methods calculated to increase business and attract new customers.



NO RUSTING!...NO CORROSION!...IN ENDURO STAINLESS STEEL LAUNDRY EQUIPMENT. ENDURO is solid stainless steel, with no applied surface to chip, peel, crack, or flake. It stubbornly resists rust and corrosion. Detergents and washing compounds do not affect it. It is easy to clean and to keep clean. It is strong and tough, able to take many a bump and a bang. ENDURO equipment stays on the job, year after year, paying its way, paying a profit. And, looking mighty handsome, too. You can buy ENDURO Stainless Steel quality in all kinds of laundry and cleaning equipment from leading manufacturers. Ask them, or write:

REPUBLIC STEEL CORPORATION

Alloy Steel Division • Massillon, Ohio
GENERAL OFFICES • CLEVELAND 1, OHIO
 Export Department: Chrysler Building, New York 17, N. Y.

REPUBLIC
ENDURO STAINLESS STEEL



Other Republic Products include Carbon and Alloy Steels — Steel and Plastic Pipe, Tubing, Lockers, Shelving, Fabricated Steel Building Products



At Denver banquet, left to right: Stan Blehschmidt, president Nebraska cleaners; Edwin Pearce, president AIL; Mrs. John Hollingsworth; John Hollingsworth, AIL director; Bud Stine, retiring Mountain States Cleaners' president; Frank LeRoy, Mountain States secretary

Mountain States Meet at Denver

THE FOURTH JOINT annual convention of the Mountain States Laundry Association and the Mountain States Dry Cleaning Association was held May 14 and 15 at Denver, Colorado. This year the convention program spotlighted drycleaning problems, with speakers for the most part recognized authorities on drycleaning subjects. At the big Saturday-night banquet 462 delegates were served.

The convention got off to a good start Friday noon at the luncheon with a welcoming address by the Honorable Quigg Newton, Mayor of Denver, who presented Edwin W. Pearce, president of the American Institute of Laundering, with a plaque containing a silver dollar from Denver's famous mint. Mr. Pearce responded with a travelog all his own on the virtues of Greensboro, North

Carolina. (It might be added there was some mention made of the AIL.) Mr. Pearce as luncheon speaker was the high point of the convention.

Bethel Fox of the University of Texas gave a truly outstanding talk on fabrics, and sample swatches of the various new fabrics were passed through the audience. Stanley Ciborowski, advertising and sales manager for Western Filter Co., closed the first



what makes a DIVCO
So Rugged - So Strong -
So Very Economical
to OPERATE and MAINTAIN?



*Here's the
Reason-*

Starting with the rugged DIVCO Chassis Frame — all working parts of a DIVCO are much larger, stronger, more enduring than those of a conventional truck of comparable capacity. These important long life features include Heavy Duty Clutch, Powerful Axles, Large King Pins, Steering Knuckles, Clutch Bearings, Main Drive Gear, Ball Arms, Brake Shoe Assemblies, Generator, etc. With DIVCO, you get extra strength, extra years of usage, extra value — extra ECONOMY!

DIVCO CORPORATION—MAIL ADDRESS: P. O. BOX 3807, PARK GROVE STATION, DETROIT 5, MICH.



More banqueters, left to right: Jim Rutledge, president Mountain States laundryowners; Mrs. Rutledge; Joe North, Mountain States treasurer; Mrs. North; Mrs. Earl Day; Earl Day, new president Mountain States drycleaners

day's business session with the nod to newspapers as the best ad medium.

Morning sessions were not too well attended, which was accounted for in part by the desire of many of the delegates to shop in Denver's big stores. Saturday's morning session featured John Young of The Davies-Young Soap Company, who spoke on the history of cleaning. Charles Potter of Anderson-Prichard Oil Corporation gave a short talk on solvents, and Dr. Paul Shildneck, Staley Manufacturing

Co., spoke on starching techniques.

The afternoon session was considerably shortened by the luncheon running overtime, so after Lou Bellew, of STARCHROOM LAUNDRY JOURNAL and *National Cleaner & Dyer*, cut his usual four-hour presentation to 20 minutes, the panel discussion got under way with everyone getting into the act in a spirited discussion of cleaning and laundry problems.

The evening festivities to wind up the affair featured a banquet, one of

the best floor shows in the history of the convention, and dancing.

Each of the two Mountain States groups acts as host and holds elections in alternate years, this meeting being the turn of the drycleaning association. The laundry association officers, chosen last year, are: James Rutledge, Albuquerque, N. M., president; Joe S. Grant, Colorado Springs, vice-president; Frank H. LeRoy, Denver, secretary, and John T. Kuhn, Casper, Wyo., treasurer.—Lou Bellew

Idaho Meets at McCall



New officers and directors of Idaho association are, left to right, seated: Ray S. Morris, Fergus Briggs, Jr., and Kenneth Babcock. Standing: Elwood Hopkins, John Baird, Walter Doss. Not present for photograph were Thomas Phelps, Charles Musiel and Gordon Carlson

IT WAS COLD, CLOUDY and windy so the fishing wasn't good and the outdoor barbecue had to be held indoors, but the boys got down to business and turned out an informative program at the annual meeting of the Idaho State Laundry and Dry Cleaners Association on June 4 and 5 at Shore Lodge, McCall.

After the June 4 meeting was called to order by President Ray S. Morris, D. A. Huff, The Dow Chemical Com-

pany, told "The Story of Joe Slow and Bill Smart." Next came a strip-sound-film on drive-in laundries presented by Larry DeLorenzo, The American Laundry Machinery Company.

Elections were held during the morning, and Fergus Briggs, Jr., Pocatello, was named president. Thomas Phelps, Nampa, is the new vice-president, and Kenneth Babcock, Burley,

was elected secretary and treasurer. The following members were elected to the board of directors: Ray S. Morris, Nampa; Charles Musiel, Orofino; Elwood Hopkins, Pocatello; Roy Isham, Pocatello; Walter Doss, Twin Falls; Gordon Carlson, Buhl, and John Baird of Boise.

On June 5, Patrick H. King of Stein-McMurray Insurance Agency, Boise, addressed the group on insuring the drycleaning business. This was followed by a talk on "The Magic of Management," by J. M. Chisholm, assistant sales manager, Sanitone Division of Emery Industries, Inc.

The allied tradesmen's stag luncheon was held at noon with Dick Jensen as master of ceremonies. Albert E. Johnson of the National Institute of Drycleaning discussed "Your Industry's Trade Relations."

"Where Do We Go From Here?" was the topic of a panel discussion by Patrick H. King of Boise, Mr. Huff, Mr. Chisholm and Mr. Johnson.

At the president's banquet that evening a trophy was awarded to George Hilton, Seattle, Wash., as winner of the meeting's golf tournament between members and allied tradesmen. At the same time, prizes were awarded to winners of the ladies' bridge contest.

It was cold, cloudy and windy so the fishing wasn't good—but a good time was had by all.



Specialists in Laundry Cleaning Products



RUSKO makes whitework brighter at Parkway Laundry. Left to right: S. Jerry Fusco, owner; Richard Fusco, manager; Benedict J. Sipe, superintendent.

"Whitework much brighter with Rusko"

— reports S. Jerry Fusco, Parkway Laundry, Providence, R.I.

"Iron in the water supply discolored our loads of family work," says S. Jerry Fusco, owner of Providence, Rhode Island's Parkway Laundry. "But since we started using Wyandotte **RUSKO***, customers praise the brightness of our whitework!"

"**RUSKO** has helped us to increase output — as well as giving whiter washes — by making rinsing easier and faster. What's more, we've eliminated the soap we formerly used in our bleaching operation — an important saving in volume operation."

RUSKO ends yellowing

White fabrics can't turn yellow when **RUSKO** is on the job. For

RUSKO sequesters, or "ties up" iron—stops oxidation and precipitation of iron in the bleach bath, where yellowing takes place.

RUSKO also sequesters calcium and magnesium, preventing the formation of scum and curds. It softens water without precipitating hardness, promotes freer rinsing, and, in the washwheel, regenerates and redissolves insoluble soap to eliminate gray work.

RUSKO is free flowing, non-caking and highly soluble. Use it dry or in solution. But, by all means, start using **RUSKO** today — for whiter washes that customers praise. A call to your Wyandotte man is all it takes.

He'll also demonstrate other specialized Wyandotte laundry products: **SKORTEX***, **ARLAC***, **SOURS**, **APACHE***, **K-5**, **CARBOSE*** **CR** and **53**, **RIDDAX***—the most complete line of laundry detergents and specialty products in the industry. Wyandotte Chemicals Corporation, Wyandotte, Mich. Also Los Angeles 12, Calif.

*REG. U.S. PAT. OFF.



Helpful service representatives in 138 cities in the United States and Canada

Florida Institute Meets



New Florida president, Don Wells, with directors. Left to right: Marcus Milam, Louis Laden, Everett Morrow, J. C. Fox, Mr. Wells, Howard Hutchens, Ben E. Darby, Herman O'Steen, Harry Mitchell, W. B. Wiltshire

CURRENT PROBLEMS facing the industry were discussed at the 1954 annual meeting of the Florida Institute of Laundering and Cleaning, held June 4-6 at the George Washington Hotel, Jacksonville. Approximately 230 members attended the sessions.

The convention was opened by President W. E. Crowson, Bradenton, followed by a welcome from W. E. Tillman, president of the Jacksonville Laundry and Cleaners Association.

"So I'm Crazy, But Profits Make It Worthwhile" was the subject of an address by R. L. "Bill" Ayers, Covington, Va. He told how proper selection and training of employees can go a long way toward increasing profits, and illustrated his talk with charts and graphs to show how laundry and dry-

cleaning owners can keep tab on the length of time required for standard operations in their plants, and check their costs against the average for the industry.

G. W. "Bill" Boyd, Sanitone Division, Emery Industries, cited the necessity for drycleaners and laundries to be sales-minded to get their share of the consumer's dollar.

The new tax bill on depreciation and how it will affect laundries and drycleaning plants was discussed by Hugh R. Dowling, Jacksonville attorney. A. L. Christensen, American Institute of Laundering, analyzed the production and engineer problems in the modern laundry.

Arthur G. Hoffman, Wichita Precision Tool Co., brought the members up-to-date on improved methods for

steam-air finishing, and later demonstrated his company's newest development in this field.

Convention Chairman Harold F. Milton, Jacksonville, stressed the importance of group unity in making the work of the Florida Institute more effective, and reviewed the progress of the group since it was reorganized about seven years ago. This theme was also brought out in reports made by the outgoing directors.

At the general business session which concluded the convention, Don Wells, Coral Gables, was elected president to succeed W. E. Crowson. Others elected were Dick Claridge, Tampa, vice-president; Robert G. Ashford, Tampa, secretary-treasurer, and the following directors: J. C. Fox, Ft. Lauderdale; Louis Laden, Miami; Ben Darby, Tampa, and Howard Hutchens, Lakeland. Directors continuing in office are: Herman T. O'Steen, Jacksonville; Everett Morrow, Quincy; B. T. Waddell, Tallahassee; Marcus Milam, Gainesville; Harry Mitchell, DeLand, and W. B. Wiltshire, Ft. Myers.

Two sessions of a National Institute of Drycleaning clinic were conducted by NID staff members Howard Reeves and Judd Randlett for employees attending the convention.

A get-acquainted cocktail party was held on the opening night, and a banquet and dance on Saturday night. A plant-visitation committee arranged for inspection of local plants.

Oregon Draws Attendance of 121

INSTALLATION OF NEW OFFICERS at an informal banquet concluded the thirty-second annual convention of the Oregon State Laundry Owners' Association, held at Salem May 21-22. The newly elected officers include: Al Anderson, Eugene, president; Bert Farris, Bend, vice-president; Tom Georges, Jr., Portland, sergeant-at-arms; Duane Lawrence, Portland, secretary-treasurer; Lynn Hughes, Astoria, Lower Columbia

District Director; Art Lewis, Albany, Willamette Valley District Director; Mr. Georges, Portland Area Director, and Mr. Farris, Central Oregon Director.

Speaking at the Friday-morning session, Hugh Stephen, Victoria, B. C., emphasized the importance of reducing unit cost of services supplied to the public. He said that by an infinite capacity for taking pains to effect the reduction of costs, the one-tenth of

one percent saved here and the one-tenth saved there would soon add up to over one percent—an important saving considering the small margin of profit upon which a laundryman works.

Ed Christie, Puyallup, Wash., explained the importance of civic activities, which he said pay him dividends faster than would straight advertising of his business. As an example, he explained how during his city's Daffodil



Oregon officers, left to right: Richard Rawlinson, Salem, retiring president; Al Anderson, Bert Farris, Tom Georges, Jr., Duane Lawrence



We make our own steel

**The quality control
no other bearing
manufacturer
can give you**

TO find steel good enough for Timken® bearings, we had to go into the steel business ourselves.

Because we're the only bearing company that makes its own steel, we're the only one that can control bearing quality every step of the way—from melt shop through final bearing inspection. It's by far our costliest and most important quality control.

Equipped with nine huge electric furnaces, three of them brand new, our mill is as advanced as science can make it. Our steel research staff is constantly searching for ways to make Timken bearing steel better. For instance, we were the first company to analyze steel with a direct-reading spectrometer for split-second control of the melt.

Making our own steel is only one of the scores of production, control and inspection steps we employ to make Timken bearings the finest. To be absolutely sure of the highest performance standards in the equipment you build or buy, always specify Timken tapered roller bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



*This symbol on a product means
its bearings are the best.*

TIMKEN
TRADE-MARK REG. U.S. PAT. OFF.
TAPERED ROLLER BEARINGS



NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □

BEARING TAKES RADIAL ⌊ AND THRUST → LOADS OR ANY COMBINATION ⚙

July 15, 1954

Festival he decorated his call office with more flowers than were used by the entire remainder of the city. He said he also gave ponies to various institutions including the home for mentally retarded children.

Speakers Friday afternoon included Les Francis, advertising manager of Sanitone Division, Emery Industries, Inc., and Max Seiler, president, Baker Linen Company, Seattle, Wash. Mr. Francis spoke on the laundry and dry-cleaning market nationally and pointed out that while the laundry business has increased about 3 percent in the past year the drycleaning market has

increased by as much as 50 percent.

Trends in the linen supply business, principally in restaurants, were discussed by Mr. Seiler. Like everything else, he said, linens are going into color. On a recent trip to Hawaii he had observed that over 75 percent of the leading restaurants there had changed from white linen to colored linen, and claimed that many had noted a considerable increase in their business since the change-over.

On Saturday morning Eddy Anderson, operator of Eugene Laundry and Dry Cleaners, spoke on "Industrial Supply Operation." He discussed pri-

marily the methods and markets relative to industrial laundry supply.

George Isaacson, director of the service department, American Institute of Laundering, followed with a talk on "Changing Trends and Opportunities." He advised the assemblage that there should be an evening out of the workflow in the laundry plant, and that the problem of receiving the bulk of the work on Mondays should be ended by educating the public to the fact that every day is laundry day. He also told the group what the Institute had been doing along the "public education" line.

Full California Program

WITH AN EXCELLENT TURN-OUT of more than 300 delegates, a host of interesting speakers, and a top-flight entertainment program, the 1954 convention of the California Laundry-owners Association, Inc., held June 10-12 at Coronado, was one of the finest on record.

A highly factual business program was featured on Friday, with nine members of the industry giving informative 15- and 20-minute talks on specific phases of plant operations. Ben Carnot of Cleancraft Laundry, La Jolla, told of the remarkably successful "Fluff and Fold 4-Hour Service" which has won AIL honors. Ben Hibbison, Nuway Laundry and Cleaners, Long Beach, explained the use of "Premium Packaging for Special Sales," which has increased sales volume at his plant. Attorney Matt Dooley, secretary to the San Francisco Laundry and Linen Supply Association, explained in detail the maximum use of local associations as credit and collection agencies.

Charles Gillen, Beacon Laundry and Cleaners, Culver City, told how the Beacon plant increased family volume from \$4,000 to over \$20,000

a week in eight years. Routes went from 6 to 28, a growth credited to "four weeks or more of sales training for routemen, two hours of solicitation per day, and a sales contest every week." Jack Elberling, Peerless Oakland Laundry Company, Oakland, illustrated with actual figures how productive costs are broken down at his plant and departmental efficiency is determined. Jim Foasberg, Foasberg Laundry and Dry Cleaners, Long Beach, explained in detail how call-office sales were increased by special promotions, such as "Fall Fashion Festival" and other seasonal events; free gifts to customers, and the use of many professional window-display materials. Grenville Whyte, Southern Service Company of Pomona, revealed his findings on the "Fluff and Fold" services in various call offices and package plants.

Henry Kearns, director, U. S. Chamber of Commerce and past president, U. S. Junior Chamber of Commerce, told the gathering about "Action Needed" by businessmen to increase their sales and cut costs to the government.

Reports of the outgoing officers

noted among accomplishments of the past year aggressive action on various state legislative matters, assistance in the promotion of the All-Western Roundup Clinic at Las Vegas, publication of a weekly industry bulletin and newsletter to members.

It was a unanimous feeling among the delegates that prospects for the Western laundry industry are good, and can be further improved by the "development of aggressive selling."

Officers elected were: John W. Flanagan, Home Laundry Company, San Francisco, president; Earl A. Fast, Soft Water Laundry Company, Long Beach, first vice-president; Jack E. Bariteau, Consolidated Laundry, San Jose, second vice-president; Grenville Whyte, Southern Service Company, Pomona, secretary; G. K. Gillis, Sterling Towel Supply Company, Fresno, treasurer. Six directors were elected: J. A. Landale, Colonial Textile Service, San Diego; George T. Bunker, Peerless Laundry Service, Los Angeles; George S. Ripley, Desert Laundry, Palm Springs; Lucien Libarle, Lace House Laundry, Petaluma; Hilles Bedell, Home Laundry, Pasadena, and Jack Elberling, Peerless Laundry, Oakland.

All present felt that the various entertainment committees outdid themselves in planning a tennis and golf tournament; arranging touring parties into Mexico for the Agua Caliente dog races and for the jai alai games at Tijuana, plus auto tours along Coronado's Silver Strand, fishing trips, a boat trip around San Diego Bay, and city sightseeing, as well as visits through several modern laundry plants. The ladies who attended were presented with a fine array of gifts from the association. A costume ball was the grand final event.



New officers of California group, left to right: Jack Bariteau, Grenville Whyte, Jack Flanagan and Earl Fast

Now! **Simplified Operation**
Reliable High Production and
Quality **SHIRT FINISHING**
 with the
PROSPERITY® CABINET SHIRT UNIT

UNMATCHED
Quality and
Production
 even with
 operators
 of limited
 experience

**SIMPLE
 OPERATOR
 TRAINING**

Only
**5 EASY
 LAYS**

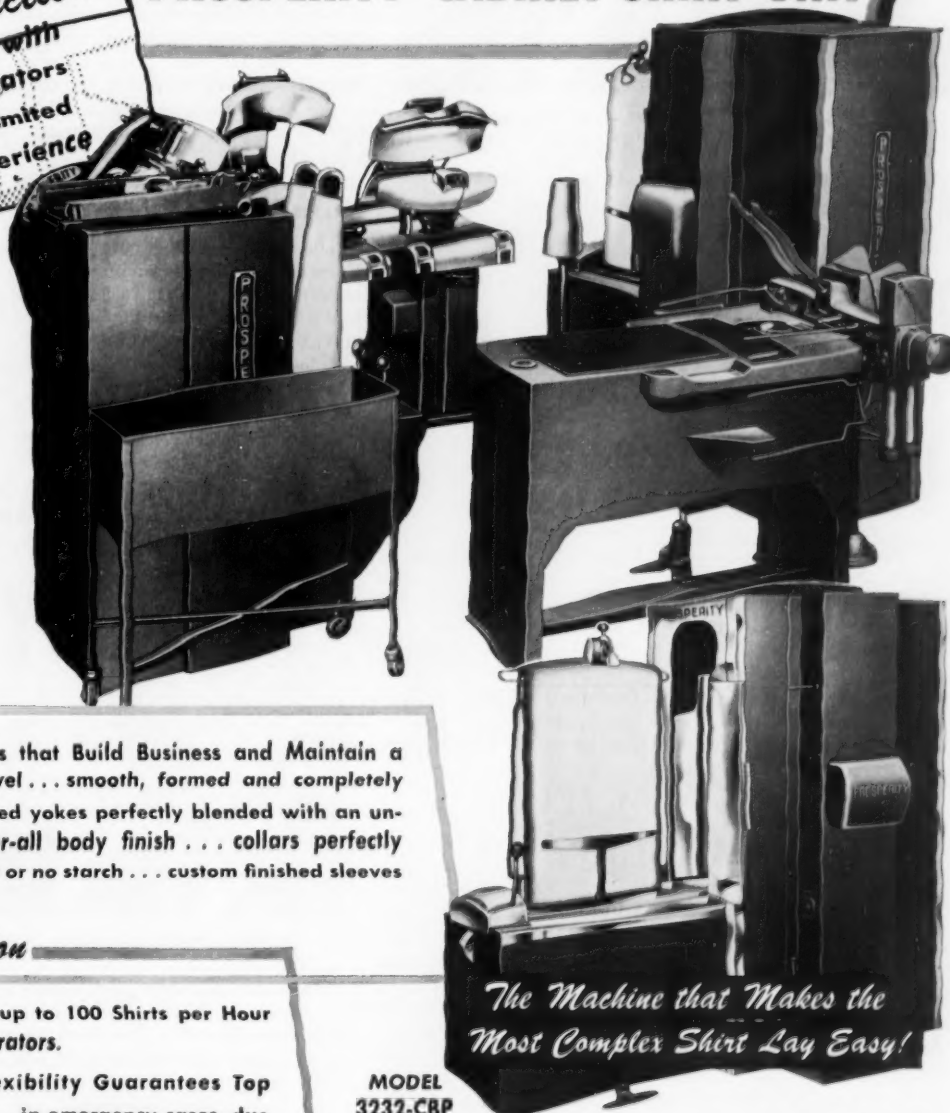
**Quality and
 production
 from
 the start!**

Quality

Produces shirts that Build Business and Maintain a High Price Level . . . smooth, formed and completely machine-finished yokes perfectly blended with an unsurpassed over-all body finish . . . collars perfectly finished, starch or no starch . . . custom finished sleeves and cuffs.

Production

- Production up to 100 Shirts per Hour with 2 operators.
- Unique Flexibility Guarantees Top Production . . . in emergency cases, due to absenteeism, vacations, help turn-over and short holiday weeks, the Prosperity 2-Girl Cabinet Shirt Unit can be efficiently operated by 3 inexperienced girls and maintain shirt production requirements.



*The Machine that Makes the
 Most Complex Shirt Lay Easy!*

**MODEL
 3232-CBP**

The press that produces an overlapping quality finish to complete body and yoke of shirt . . . the final touch in quality shirt finishing.

Registered Trade Mark of
 The Prosperity Company, Inc.
 Successors to
 The Prosperity Company, Inc.

The **PROSPERITY**
AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRY AND RETAILING PLANTS
Company Inc.



COPYRIGHT 1954, The PROSPERITY COMPANY, Inc.

July 15, 1954

LCATA Elects Officers



G. W. BOYD



MORRIS LANDAU



NILS S. DAHL

At their Silver Jubilee Joint Convention, the Laundry and Dry Cleaners Machinery Manufacturers Association was merged with the Laundry and Cleaners Allied Trades Association, and the following members were elected as officers: G. W. Boyd, president; Morris Landau, secretary, and Nils S. Dahl, treasurer.

Mr. Boyd succeeds F. H. Ross, Jr., as president of LCATA and B. O. Gottry as president of the former L&DCMMA. Mr. Boyd is sales manager for the Sanitone Division of Emery Industries, Inc., Cincinnati.

Mr. Landau, who succeeds William Schleicher, is secretary and treasurer of Cummings-Landau Laundry Machinery Co., Inc., Brooklyn, N. Y., and president of Columbia Laundry Machinery Co., Inc., Columbia, Pa. Reelected treasurer, Mr. Dahl has held that position since 1936. He is the general manager of John T. Stanley Co., Inc., New York, and recently completed his fiftieth year in the soap business.

Silicone Wool Finish

A brilliant future for wool that has been given a silicone finish to add properties now associated only with the "miracle fibers" was predicted by Dr. W. R. Collings, vice-president and general manager of Dow Corning Corporation, in a talk to a group of textile and business editors.

The new silicone feature is most noteworthy, according to Dr. Collings, because it repels grease as well as water. It imparts water repellency, spot and wear resistance, crease retention and wrinkle recovery. Key feature of this silicone finish is that even after repeated drycleanings and launderings the fabrics continue to be spot-, stain- and water-repellent, according to Dow Corning reports.

Public Service by LSAA

During May more than 2,000 delivery vehicles of members of Linen Supply Association of America carried large, colorful posters telling the public, "Good Health is precious—have a checkup regularly."

This was sponsored as a public service to help in the

medical profession's constant efforts, to improve public health. It was part of a year-round public relations program created to call attention to those professions and industries that are most active in maintaining America's high standards of health and cleanliness, and to give a boost to worthy civic causes.

Fabric Research Projects

Two new research projects that may have far-reaching effects within the linen supply and textile industries have been launched by the Linen Supply Association of America, according to Samuel B. Shapiro, manager of the association.

The projects involve the testing by use of aprons and dresses of cotton with 17 percent of nylon or Dacron. As a control, the same number of 100-percent-cotton aprons and dresses will be used. The number of service turnovers will be compared and related to the costs involved. In addition, in the dress experiment, several hundred garments with 35 percent nylon and the same number with 35 percent Dacron will be tested.

Something New in Denmark

The first self-service automatic laundry to be installed in Copenhagen, Denmark, opened recently in the suburb of Soborg. There have been some semi-automatic laundry establishments there, but they were not fully automatic or self-service and did not prove successful.

Ellen Sorensen operates the laundry, which has a battery of American-made machines, and she has been the subject of considerable publicity in local newspapers. Laundry prices are in many cases higher than New York rates, and service is slower.

Family Laundryowners Meet



LOUIS MAZLISH



MOSES ABRAHAMS

At its annual meeting the Family Laundryowners Association, Inc., of Greater New York reelected Louis Mazlish, Rite Way Laundry, Brooklyn, as president. Moses Abrahams, State Laundry, Brooklyn, was chosen chairman of the board of directors. The new treasurer is William Eisenhardt, Octagon Laundry, Ridgewood, and Adolph Weiss, Utility Laundry, Brooklyn, is recording secretary.

The following members were elected to the board of directors: Isidor Meyerson, Blake Laundry, Brooklyn; Wesley Springhorn, Blue Point Laundry, Blue Point; Herman Boslow, Brighton Laundry, Brooklyn; William Hempel, Walter's Southside Laundry, Baldwin.

In their speeches to the group both President Mazlish and Mr. Abrahams emphasized that the laundry industry has a bright future. A forward-looking attitude plus strong sales pushes will bring in the business.

Dow



Sturdy new full open-head drum makes *all* contents accessible; improved recessed-head ring lock grips tighter, opens and closes more easily.

NOW—Dow Sodium Orthosilicate in a new FULL OPEN-HEAD DRUM

with definite shipping, handling
and storage advantages for you

Dow Sodium Orthosilicate, the *preferred* heavy-duty cleaning compound, is an even better buy *today*. You get new benefits from the latest Dow improvement—Sodium Orthosilicate in a new full open-head drum, designed and manufactured exclusively by The Dow Chemical Company. This sturdy drum is both stronger and easier to handle and store. It features an exclusive recessed-head ring lock that *reduces damage in shipping and plant handling, saves space* in storage. The smooth outer drum surface prevents climbing during transit. The swedged-in head design, another exclusive feature, assures the full advantages of open-head construction without the drawbacks experienced with other drums of this general type.

The new Sodium Orthosilicate drum is available from Dow plants and distributors. You'll find it the best shipper and storage container by far in the field. Added to Dow Sodium Orthosilicate's uniform high quality and dependably prompt delivery, this superior drum presents one more good reason for placing your order with Dow. THE DOW CHEMICAL COMPANY, Midland, Michigan.



you can depend on DOW CHEMICALS

DOW

Rhapsody in Bellew

JUST RECENTLY VISITED Colorado Springs, Colorado, for the first time. Even had lunch at the famous Broadmoor Hotel where the veddy rich folks stay. (How good can this life get!) They have a big lake right in the hotel's back yard and, of all things, a couple of imported seals were making life exciting for some wild ducks swimming around on it. Couldn't help wondering if those weren't the famous Good Housekeeping and AIL seals. Help! Help!

Flatwork Ironer Intercom

Had a short visit with Neil Jahn who manages the neat Broadmoor Hotel Laundry, and it must be really hectic during the "season" trying to get out all the necessary work. Neil showed me several good gadgets which appear in this month's issue, but one I couldn't draw up satisfactorily is a deal he uses for faster production on his flatwork ironers. So I'll just tell you about it.

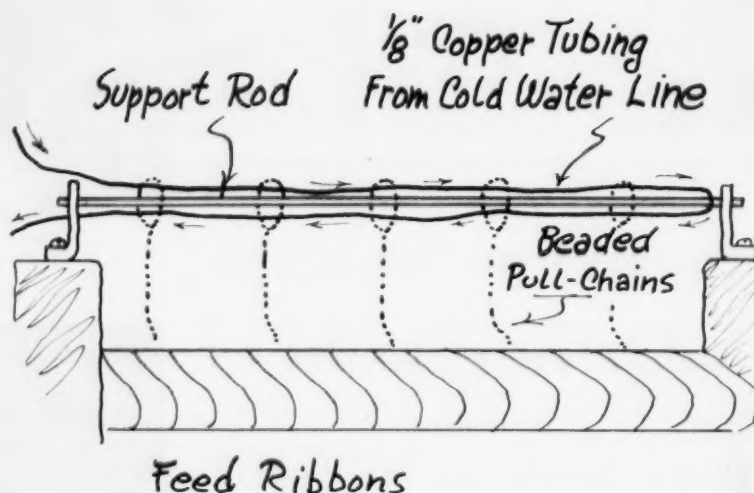
Neil uses an "intercom" system on the flatwork ironer, which has an automatic folder. Saves the feeders from having to run to the folders to explain mixups, lets them know immediately when to put on fold, take off fold, the approach of "big stuff" and all other pertinent information. He insists that in this particular setup the system has resulted in 20 percent extra production on a volume which runs everything from the smallest bundles to the largest kind of commercial flat on an average day.

This intercom cost just \$35 and is a pair of two-way speakers, one at the feed side and the other at the fold side of the ironer.

Static Eliminator

One of the biggest problems with the Broadmoor Hotel Laundry's big automatic-fold ironer was probably due to the high altitude and low humidity of Colorado Springs, and that was static electricity. At times it got so bad the girls wouldn't go near the ironer. The solution took a long time and still isn't too well liked by the "experts"—but it stopped the static.

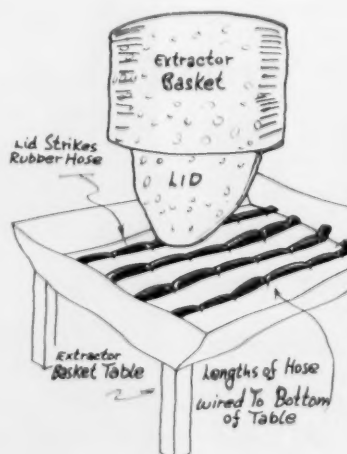
Manager Neil Jahn fastened a rod



across the exit side of the ironer to support a 1/8-inch copper tube that runs across the width of the ironer and back again. The tube is either tied to the support rod or wrapped around it (I forget which!). This tube taps into the plant's cold-water line and back into it, with a constant flow of cold water through the tubing. At intervals across the ironer, small beaded pull-

chains are wrapped around the tubes and hang down low enough to barely touch the flatwork or the feed ribbons to effectively ground the static.

The hotter the ironer or the air temperature gets, the more the moisture forms on the copper tubing, and the better the beaded chains are grounded. Works fine, with no more trouble from static electricity.



Extractor Basket Maintenance

Neil got tired of the lids of his extractor baskets banging against the top of the wooden unloading table. (His not-too-careful extractor man used the low ceiling as an alibi for the unnecessary banging.) So he wired

lengths of used rubber hose to the bottom of the big table. Now in case the basket is too low when the load is dumped, less harm is done. He found it more satisfactory to wire the hose through the table than to nail it down.

Also in conjunction with the extractor basket, Neil finds an every-other-day coat of wax on the inside of the metal basket makes it unnecessary to pull and tug on the work to get it out. There's less torn work since the load drops out easily. (Problem is to get an extractor man to get the habit.)

For Tumbler Repairing

Here's another idea from the Broadmoor Hotel Laundry in Colorado Springs. Manager Neil Jahn has hooked up his tumblers so if one breaks down he won't have to shut them all off until the one is repaired.

A metal box with all the wiring contained in it runs along about a foot



HALF WHEAT

Satinette

HALF CORN

Quality shirt work is still your best business

builder. That's why more laundries than ever

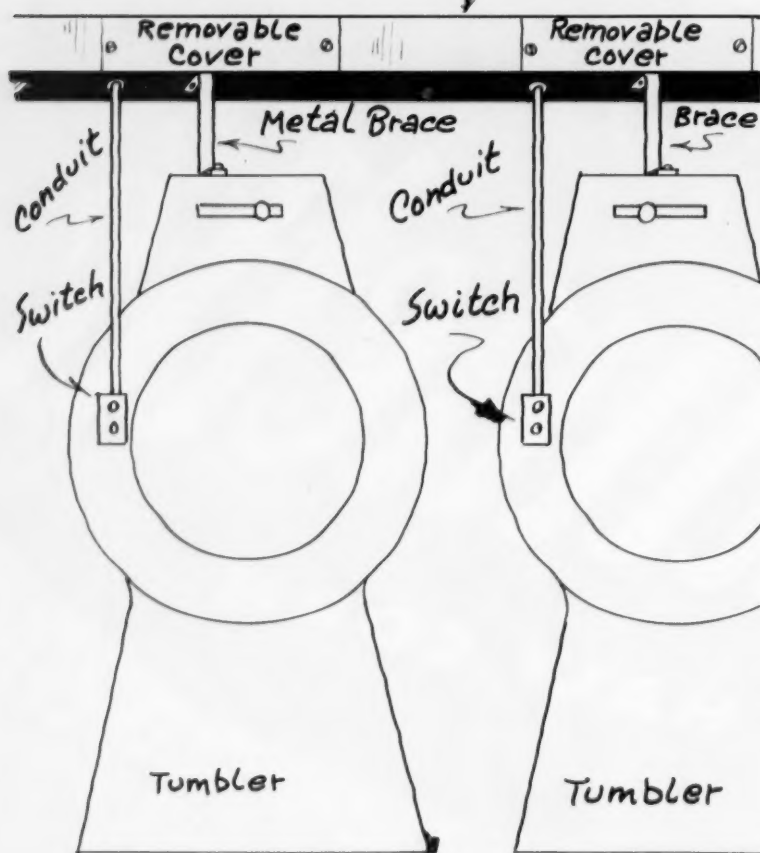
before are using Satinette Starch exclusively. Smoother
finish, greater production, fewer go-backs,

no waste—add up to genuine economy.

THE KEEVER STARCH COMPANY

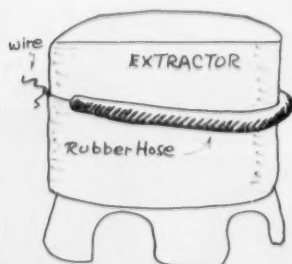
COLUMBUS 15, OHIO

Metal Box For Electric Wires



above the tumblers. This container is supported by short metal braces on the top of each tumbler. Individual conduits house the wires which run from inside the box to each tumbler

switch. Removable covers on the front of the long box give quick access to the proper fuses and connections in case of needed repairs or replacement of tumblers.

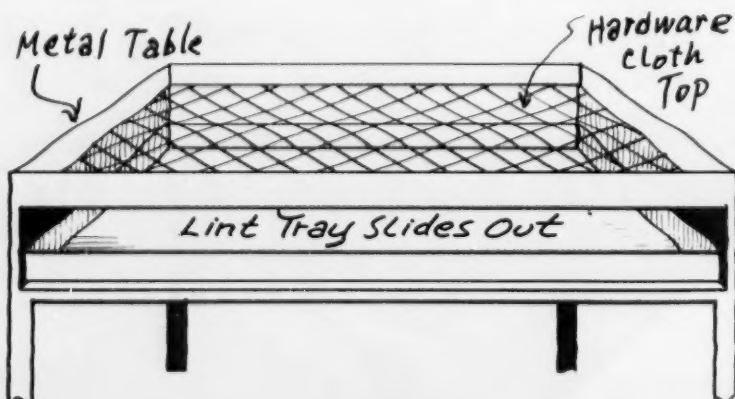


Paint Protector

To avoid scuffing the paint on the extractors by contact with the baskets as they are pushed around the wash-room, heavy-duty rubber hose is held in place around each extractor by a length of wire through the middle. Split lengths of large hose are also placed around the bump rails on the front of the metal washers to prevent denting the metal baskets.

Lint Catcher

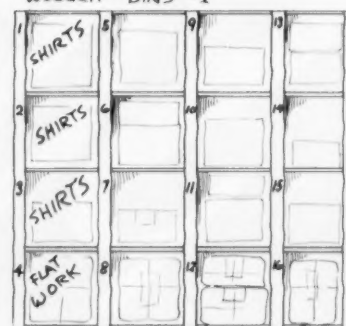
Jack Grant at the Pearl Laundry in Colorado Springs has a nice setup on his marking tables. The metal tables



are all outfitted with heavy wire tops so lint and dirt will drop through. Removable metal trays beneath the wire tops are cleaned out periodically.

Another thing that looked good at Jack's plant was his habit of painting all his electrical boxes a bright red. It would amaze you to see how many such boxes there are in the average laundry. Lent a nice bit of color to one of the neatest plants I have ever been in. (Almost without fail, all ex-allied tradesmen who get into the laundry business wind up with above-average cleanliness in their plants . . . they've all seen plenty of dirty ones!)

Wooden BINS



Numbered Bins

I liked the bins for finished bundles at the Pearl Laundry in Colorado Springs. The wooden bins, which are soon to be replaced with metal ones, are marked off to simplify the office girl's search for bundles. Each bin is marked by number on the left side. Shirt packages are all placed in the upper bins, while flatwork bundles are relegated to the bins on the lower level. The card for the ready file is marked with the proper bin numbers so the various parts of the bundle are easy to find. Also, with this setup no heavy flatwork bundles crush the nicely finished shirts.



There's Showmanship in Shirts

"PERFECTION" FINISHED

by

RED EDGE Knitted Padding

There's nothing like a crisp, sparkling, "Perfection" finished white shirt, or a beautifully finished sport shirt that looks better than new, to prove to your customers the superior quality of your service. Every time your presses turn out a shirt "Perfection" Finished by RED EDGE Knitted Padding, you demonstrate to another customer the complete satisfaction your laundry provides . . . and you assure yourself of bigger bundles and profitable repeat business from a well pleased family.

On your presses and flatwork ironers, RED EDGE sets the stage for flawless finish of shirts, sheets, tablecloths and other finished pieces. Free of wrinkles and scorching, with buttons, seams and hems unharmed, each piece has the soft perfection of hand-ironed work. RED EDGE features *Knitted* construction. It has the long-lived, resilient porosity that drinks up clouds of steam, bounces back immediately after every turn of the roll, every squeeze of the press. Moreover, RED EDGE is easy to change, saves dressing time in your plant.

Ring up the curtain on added profits by using RED EDGE Knitted Padding on all your presses and flatwork ironers. Ask your Supply House for RED EDGE today!



RED EDGE KNITTED PADDING

Available in the right Types and Styles for all your Finishing Equipment!

STANDARD $\frac{1}{4}$ " and $\frac{3}{8}$ "

FOR FLATWORK IRONERS: $\frac{1}{4}$ " and $\frac{3}{8}$ " Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES: $\frac{1}{4}$ " Style, Redi-cut and Bound Pads. Also available in Press Padding Rolls.

DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

Asbestos: Asbestos Binders attached.

All 3 Double Thick Cut and Bound Pads available WITHOUT Binders if desired. Single Thick Pads available in all 3 cotton-asbestos styles for flatwork ironers using spring padding.

RED EDGE Knitted Padding

KNITTED PADDING CO. • CANTON, MASS.

Two New AIL Directors



JOHN E. HOLLINGSWORTH



W. H. WEAVER

Edwin W. Pearce, owner of Columbia Laundry Company, Greensboro, N. C., was reelected president of the American Institute of Laundering at the June meeting of the board of directors. A member of the board since June 1952, Mr. Pearce will hold office for another one-year term, expiring in June 1955.

W. H. Weaver, Jr., and John E. Hollingsworth have been selected as directors of the American Institute of Laundering in districts 5 and 7 respectively.

Mr. Weaver operates Metropolitan Laundry Co., Seattle, Wash. His district includes Washington, Oregon, Montana, Idaho and British Columbia. He succeeds Al Rawlinson of New System Laundry, Portland, Ore.

Mr. Hollingsworth, City Elite Laundry Co., Denver, Colo., succeeds Bill Jacobs of Criterion Cleaners-Launderers, Kansas City, Mo., in the district that includes Missouri, Kansas, Nebraska, Iowa, Colorado and Wyoming.

AIL Convention Plans

In response to member demand for more business sessions, an extra day has been added to the American Institute of Laundering's sixty-seventh annual convention, set this year for Atlanta, Ga. Because of the added day, the first business session will be held at 2 o'clock on Thursday, October 14. Following sessions are scheduled for the mornings of October 15, 16 and 17. The exhibit hall will be opened beginning at 1 o'clock on the last three days of the convention, which will have the theme of "Better selling—more sales—more profits."

Rodger Jackson, manager of the LCATA, and Ward A. Gill, director of industry relations for the AIL, have announced that every available square foot of space in the Municipal Auditorium has been sold out for the exhibit. According to reports, visitors will see a very complete exhibit.

Sales Management Conference

A sales management conference has been scheduled for Friday, Saturday and Sunday, September 17, 18 and 19, at the LaSalle Hotel, Chicago, by the American Institute of Laundering.

The following AIL staff members will conduct courses: George Isaacson, director of service departments; A. L. Christensen, production and engineering manager; Robert Brown, accounting and statistics manager; Bill Mercer, sales and advertising manager; Russell Rose, production and engineering staff assistant, and Bob Young, sales and advertising staff assistant.

Sources of new customers, getting end-of-the week pick-

ups, getting the most from the advertising dollar, selection and training of routemen, drive-in and branch plants, and handling claims will be some of the topics covered.

The cost of the conference is \$35. Advance reservations are being accepted by the Institute's membership department in Joliet, Ill.

Illinois Group Visits AIL

A one-day meeting held May 6 at the American Institute of Laundering in Joliet, Ill., was attended by 119 members of the Illinois Laundry Association. After a morning tour of the building and model laundry and discussion of individual problems with AIL staff members, the afternoon was devoted to round-table discussions of laundryowner problems.

The meetings were conducted by staff members Bob Young, sales and advertising department; Bob Will and Dick Gruben, route sales supervisors; Chris Christensen, production and engineering manager; Ralph Yonke, laundry manager, and Bill Bee and Elmer Strandberg, laundry supervisors. At an evening dinner meeting the Illinois group heard Harold K. Howe, manager of the AIL's Washington office, discuss the national legislative picture as it affects the laundry industry.

Arrangements for the meeting were made by Harry Milard, secretary of the Illinois Laundry Association. Other officers of the group are W. J. Kirchberg, Freeport, president; C. Bruce Howard, Ottawa, vice-president, and N. C. J. Christiansen, Chicago, treasurer.

Voitik Joins AIL

Walter J. Voitik recently assumed duties as staff assistant in the laboratory division of the production and engineering department of the American Institute of Laundering. Mr. Voitik is a graduate of the University of Notre Dame and is currently taking courses in textile chemistry.

"Walt's background, training and experience as well as his personality make him a definite asset to our laboratories," observed Lee Johnston, manager of the laboratory division. "He will increase the department's potential for serving members of the AIL."

New AIL Publications

Special reports on "Modern Fibers and Their Current Usage," "Survey on Neighborhood, Drive-In and Quick Service," and "Laundry Packaging Survey" have been published by the American Institute of Laundering.

Copies of the fiber report, Special Report No. 207, will be sent all AIL members in a general mailing. Extra copies may be secured by members for \$1 each, and nonmembers may obtain copies at \$2 each. Written by AIL Vice-President George H. Johnson, the booklet covers the manufacture of natural and synthetic fibers, types of textiles made of them, and problems encountered in each of them during washing and finishing.

Special Report No. 208 deals with a "Survey of Neighborhood, Drive-In and Quick Service." It was compiled by Robert O. Brown of the Institute's department of accounting and statistics, as a result of comments from 400 laundrymen from the entire country.

Container Laboratories, Inc., a leading organization in the field of packaging research, conducted a survey in 31 laundries in nine cities. Special Report No. 210, "Laundry Packaging Survey," is based on this survey. The survey conclusions recommended four practices that should be followed by laundrymen: standardize on packaging materials used; establish specifications for packaging materials; order materials by specification; check materials received (at least occasionally) against specifications.

ELLIS Scores again



ELLIS INSTALLATION INCLUDES:—

- 3-54 x 108 Automatic Washers
- 2-42 x 96 Automatic Washers
- 3-42 x 72 Automatic Washers
- 2-42 x 36 Standard Washers
- 3-54" Unloading Extractors
- 1-48" Unloading Extractor

This is another outstanding example of the wash-room advantages and operating economies that go with the use of ELLIS Full-Automatic Equipment.

The unloading feature . . . full-automatic control . . . and the central supply system that delivers all washing supplies direct to the individual washers . . . all these plus the smooth, dependable performance of ELLIS Machines result in such large savings that the installation pays for itself in a very short time.

Write for further details. ELLIS Engineers can advise you how your plant may be modernized for completely automatic operation.

The Ellis Drier Co.
2444 N. Crawford Ave.
Chicago, Illinois

Gentlemen:

Our new Ellis Drier washroom has been in operation for one year and has proven to be very satisfactory.

The unloading washers and extractors eliminated laborious work and made it possible to employ unskilled labor in the elderly age group.

With the new operation we saved three men on each shift which is equivalent to \$283.20 per week. Our washroom savings, including supplies, salt and water for a period of 37 weeks, equalled \$4,077.02, or approximately \$110.19 per week.

The general performance of the washers and extractors has been highly satisfactory, and we will anticipate further savings in supplies and labor upon the completion of the automatic supply system.

Thanking you for the excellent cooperation that the Ellis organization extended to us throughout the installation period, we remain,

Very truly yours

QUALITY LAUNDRY COMPANY
S. H. Toorvala
General Manager



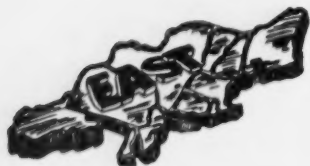
The ELLIS DRIER Co.

2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

Laundry News Notes



ELIZABETH, N. J.—Frank Scott, Jr., president of Morey LaRue Laundry Co., has been reelected president of the Chamber of Commerce of Eastern Union County.

ATTLEBORO, MASS. — A building permit for construction of a self-service laundry on Falmouth St. has been granted to Clarence Morse.

GLENS FALLS, N. Y.—Mr. and Mrs. Robert Kirk have opened Hudson Falls Laundromat at 279 Main St.

BRADDOCK, PA. — Sweet Clean Laundry and Dry Cleaners was scheduled to open at 420 Braddock Ave.

PHILADELPHIA, PA.—A fire wrecked the interior of Mayfair Laundry, 1335-37 Unity St. The owner, Charles F. Gress, estimated damage at \$25,000.

CLAIRTON, PA.—George Kritsotakis plans to open Clairton Laundry & Dye Works at 78-80 Maple Ave.

AMHERST, NOVA SCOTIA—Cyril Chitty has been appointed laundry manager at Highland View Hospital.

KINGSTON, N. Y.—Kingston Laundry, Inc., recently celebrated its thirty-third anniversary. The business was founded by Mr. and Mrs. Morris Kalish, who are still active in the firm.

PRINCETON, N. J.—Theodore Kennedy was host for the May meeting of the North Jersey Institutional Laundry Managers Association. In June the group met at Barnert Memorial Hospital, Paterson, with Percy Demeritt as host. The Elizabeth General Hospital and Barnert Memorial Hospital have agreed to wash and iron cloths for cancer dressings for the American Cancer Society. James Quinn, the association's secretary and laundry manager of Hotel Suburban, East Orange, has been doing this work for five years and has urged his fellow members to cooperate.

MANHASSET, N. Y.—The Long Island Power Laundry Owners Association held its annual election of officers here on June 16. They are: Sydney Samuels, Dykeman Laundry, Glen Cove,

president; Jules Schneider, Peninsula Laundry, Inwood, vice-president; Robert Birer, Hempstead Family Laundry, Hempstead, secretary, and Benjamin Meiselman, State Laundry, Hempstead, treasurer.

NORTHAMPTON, MASS.—The May meeting of the Institutional Laundry Managers Association of Connecticut took place at Smith College. The following officers were elected for 1954-1955: Dennis Viera, Norwalk General Hospital, Norwalk, president; Clarence Sturmer, St. Mary's Hospital, Waterbury, vice-president; William England, Choate School, Wallingford, treasurer, and Mrs. Thelma B. Ducat, Mansfield State Training School, Mansfield Depot, Conn., secretary.

The association's June meeting was held at Connecticut State Farm for Women, Niantic.



BOWIE, TEX.—Loveall Steam Laundry has installed new shirt-finishing equipment.

SAN JOSE, CALIF.—George R. Smith has announced plans to sell George's Washette, 349 E. Julian St., to John Albrecht.

LOS ANGELES, CALIF. — Sidney William Fried plans to sell Archers Launderette, 8216 Melrose Ave., to Morris Kaskowitz.

BURBANK, CALIF.—E. B. and Marjorie I. Fenton have announced plans to sell Westinghouse Laundromat, 406 W. San Fernando Blvd., to Philip Baker.

HOUSTON, TEX. — David Schultz, president of Lee Launderers and Cleaners, 2025 Westheimer, has announced the opening of Lee Linen Service, managed by Leonard Faber.

VENICE, CALIF.—Everett and Claire H. Jones have sold C. E. Automatic Laundry, 13 Washington St., to Frank Mutal.

SALT LAKE CITY, UTAH—Lt. Col. John C. Maddox, recently retired, has opened Hyland Drive Laundromat, Half-Hour Laundry at 2953 Highland Drive.

GLENDORA, CALIF.—Miss Myrte Kruger and Mrs. Gladys Elliott are constructing a building on Dyer Lane to house Automatic Laundry.

PORTOLA, CALIF. — Hazel and Charlie Veomett held open house recently to celebrate the opening of an automatic laundry near Beckwith St.

SACRAMENTO, CALIF.—Articles of incorporation have been filed for Claremont Laundries by Claire W. and Marvia Burgener and Peggy V. Gurney.

LOS ANGELES, CALIF.—Joseph and Elfrieda Thierjung have sold Larchmont Launderette, 124 N. Larchmont Blvd., to Samuel Peloso.

EMPORIA, KANS. — New Process Laundry and Cleaning Company has purchased the plant of Imperial Laundry at Newton.

PITTSBURG, CALIF. — Pittsburg Laundry and Dry Cleaners, 128 Black Diamond St., has announced the opening of a new store at 1287 Railroad Ave.

HONOLULU, T. H.—A branch of Pacific Laundry and Dry Cleaning Company, the Pacific One-Stop Service Shop, has opened on Keeaumoku St.

MUNDAY, TEX.—The formal reopening of Howard Laundry was held here recently.



BELVIDERE, ILL.—Drive-in facilities will be expanded and a conveyor system added in a remodeling project at Belvidere Drive-In Laundry, 214 W. Menominee St., according to an announcement by Donald Saari and Eino Ryoti, owners.

CHICAGO, ILL. — The Chicago Laundry Owners Association selected June 24 to pay tribute to John Mc-

metso detergents

basic silicates for all formulas

Metso 5000

Sodium Metasilicate Pentahydrate ($\text{Na}_2\text{O} \cdot \text{SiO}_2 \cdot 5\text{H}_2\text{O}$)

Metso 4000

Sodium Metasilicate Anhydrous ($\text{Na}_2\text{O} \cdot \text{SiO}_2$)

Metso 55

Sodium Sesquisilicate ($1.5\text{Na}_2\text{O} \cdot \text{SiO}_2 \cdot .5\text{H}_2\text{O}$)

Metso 200

Sodium Orthosilicate Concentrated ($2\text{Na}_2\text{O} \cdot \text{SiO}_2$)

■ Here are the economical soap builders for each formula in your plant. Metso Detergents offer you rapid, thorough soil removal; prevention of dirt redeposition and fast rinsing. You can be sure of top quality work from every load.

Use dry or in solution for the break and in stock soap solutions. Ask for prices on trial or regular quantities.

PHILADELPHIA QUARTZ COMPANY

1160 Public Ledger Building, Philadelphia 6, Pa.



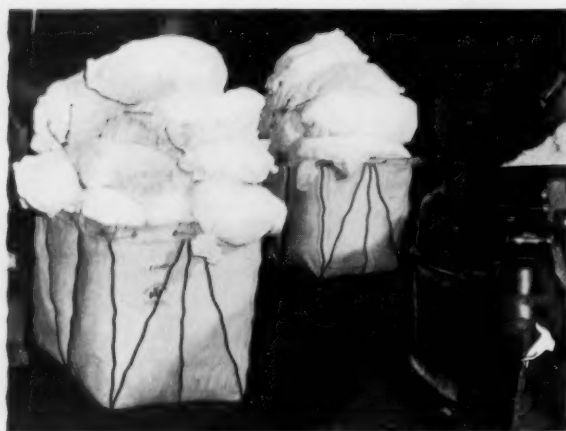
metso® detergents

FOR SOLUBLE SILICATES

Laughlin of Lincoln-Paragon Laundries, who is celebrating his sixtieth anniversary with the laundry industry of Chicago. The association is holding an outing in Mr. McLaughlin's honor.

OTTUMWA, IOWA—Lloyd Levien, owner of Ottumwa Laundromat, 229 W. Second St., has purchased Spee-Dy Laundry in Iowa City.

SPRINGHAM, ILL.—Tommy Thompson of Snow White Laundry, 610 Richmond Ave., has announced that his business will be closed temporarily until he finds new quarters.



Shamrock No. 22 Trucks, piled high with wash loads. The duck body is removable for washing, sterilizing. Frame is rustproof steel.



...be sure they're

SHAMROCKS

when you give 'em loads like these!

*Shamrock
Canvas Baskets
and Trucks*

TOP Quality FOR OVER 25 YEARS

Talk to other plant owners who have used Shamrocks . . . who have seen them stand up through years of hard service—you'll get top proof of Shamrock quality! Look, for example, at the job Shamrocks are doing above—routine performance in this large metropolitan laundry. Depend on Shamrocks for such quality features as (1) steel slat, heavy bottom construction, (2) full 2 x 1" hardwood runners, (3) brass-riveted seam ends, (4) extra heavy duck body—plus many other superior features. Contact your Shamrock distributor, or write MEESE, INC., Madison, Indiana.

SALES OFFICES: NEW YORK—F. R. Tyrler, 37 W. 43rd St., MU 2-1437; ATLANTA—W. E. Petway, 4403 Jefferson St., Chamblee, Ga., Tel. 7-2430; FORT WORTH—V. M. Hooton, 4220 Normandy Road, Tel. Lockwood 6564; LOS ANGELES—F. J. Petersen, 4645 East Olympic Blvd., ANgelus 0292. Export Manager—R. A. Auerbach, Easton, Pa. Cable Address: "Nally."

HILLSBORO, OHIO—New Laundry & Dry Cleaning Company, W. Main St., has been sold to Hobart Scott of Saradinia.

PRAIRIE DU CHIEN, WIS.—Arnold Bouska and Charles Haskins have opened A.B.C. Laundry at 315 N. Marquette Rd. All new equipment has been installed.

DENISON, IOWA—Grand opening of New Process Laundry has been announced by Jack Osler, the owner. Mr. Osler has remodeled a building on Highway 30 to serve as a plant and has installed new equipment.

TOLEDO, OHIO—Crystal Laundry & Dry Cleaning Co., 840 Broadway, has opened a branch drive-in store at Berdan and Upton Aves.

TOLEDO, OHIO—Fire gutted the interior of Automatic Self-Service Laundry, 450 Dorr St., recently, causing an estimated damage of \$8,000. H. C. McMurry and George P. Schenk are co-owners of the business.

AKRON, OHIO—Art Chamberlain and Bob Kocher, owners of Cuyahoga Falls Laundromat, 1764 State Rd., have installed new washing equipment.

CARBONDALE, ILL.—White Swan Laundry and Cleaners opened here recently, according to an announcement by Archie Stroup.

MINONK, ILL.—Minonk's Laundry, operated by Mrs. Patrick Barnes, has moved its equipment to 202 W. Main St., Streator.

AURORA, ILL.—William Kunz, manager of Model Laundry Co., 8 N. LaSalle St., has announced the installation of new equipment throughout the plant.

ROMEO, MICH.—Mr. and Mrs. Adam Gerlach have opened Romeo Laundromat at 107 S. Main St.

SOUTH HAVEN, MICH.—South Haven Laundry, Inc., recently added a vault for storage of furs and woollens.

GREENCASTLE, IND.—Laundry Ease has installed new washing and water-conditioning equipment.

TERRE HAUTE, IND.—Equipment at Hyland Laundry, 1530 Lafayette Ave., has been reconditioned, according to an announcement by Kenneth Smith, owner.



ROSEBURG, ORE.—Mercy Hospital plans to add a new laundry.

NEWBERG, ORE.—Verna and Pete Nielson held a grand opening of Neilson's Laundromat Half-Hour Laundry at 110 College recently.

PORTLAND, ORE.—The George H. Rawlinson memorial award for outstanding advertising or sales promotion in the Oregon laundry and drycleaning industry has been won this year by Oregon Laundry & Dry Cleaners. A plaque was pre-



For more than a quarter of a century, stainless steel has been a key factor in greater laundry efficiency . . . in washers, extractors, ironers, tumblers—in all major laundry and dry cleaning equipment. Stainless' hard, dense surface protects laundry bundles. And stainless equipment lasts indefinitely.

Here's a new approach to the use of stainless in modern laundries. This new Crucible booklet devotes its 16 pages not only to long-established uses of stainless steels—but also to many of the newer applications such as door and window frames, drain grilles, and materials handling equipment. Included, too, are sections that

will help make your problems of selecting the correct grade of Crucible stainless easier . . . guides to economical fabrication of stainless . . . and the full story on how Crucible's stainless research facilities can work for you, to bring even further economies to your plant.

Get this new book now. Just fill out and mail the coupon.

Crucible Steel Company of America
Dept. SLJ, Henry W. Oliver Building
Pittsburgh, Pa.
Send my copy of "Making the Most of Stainless Steels in the Laundry Industry."
Name _____ Title _____
Company _____
Address _____ City _____ State _____



54 years of *Fine* steelmaking

CRUCIBLE

first name in special purpose steels

STAINLESS STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.
REX HIGH SPEED • TOOL • REZISTAL STAINLESS • MAX-EL • ALLOY • SPECIAL PURPOSE STEELS

July 15, 1954

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sented to the company's owners, Thomas T. Georges and Thomas Georges, Jr., at the recent convention of the Oregon Laundry Owners Association in Salem.



WASHINGTON, D. C.—At the annual meeting of The Laundry-Dry Cleaning Association of the District of Columbia, the following officers were elected:

E. R. Jacobsen, Jr., Sterling Laundry, president; G. W. Bonnette, Jr., Old Colony Laundry, vice-president; W. H. Balderson, executive secretary-treasurer; V. W. Potter, assistant treasurer. The board of directors will consist of: L. B. Bell, Jr., Bell Laundry, Chevy Chase, Md.; S. E. Harper, Jr., Harper Laundry, Alexandria, Va.; F. N. Cannon, Elite Laundry; M. A. Viner, Arcade-Sunshine Co., and G. P. Bergmann, Bergmann's Laundry.

COLUMBIA, S. C.—The tenth branch of Dixie Laundry, managed by Joe Groves, will open shortly.

MIAMI BEACH, FLA.—Mr. and Mrs. W. A. Browne plan to open a laundromat here.

GEORGETOWN, S. C.—Marvin Thomas has installed new equipment in Georgetown Laundry, Church St.

CHARLESTON, S. C.—More than 2,000 people attended the opening of a new branch of Ideal White Swan Laundry in South Windermere shopping center.

OCEAN BEACH, FLA.—Brook's Automatic Laundry Service has opened at 253 Atlantic Blvd. in the Atlantic Beach shopping center. The laundry is owned by William L. and Helen H. Brooks.

HARTFORD, KY.—J. B. Bard has sold Quality Laundry to R. N. Rowan. Mr. Rowan's son, J. C. Rowan, and grandson, Cullen Rowan, will manage the business.

Indiana Clinic Clicks



Participating in Indiana clinic were: Mrs. Kathryn Y. Smith, secretary-treasurer of the Institute; Ralph Heath, member of the board of directors; Oscar Howard, National Institute of Drycleaning, and Paul E. Lerch, president of the board of directors

In a day-long clinic at Jasper, Ind., 279 launderers and drycleaners heard Oscar Howard of the National Institute of Drycleaning discuss "Fabrics That Are Trouble Makers" and saw "Horse and Buggy Merchandising," a motion picture presented by W. A. Pellerin, who also lectured on that topic.

The clinic featured the latest techniques in laundry and wool finishing, dyeing, cleaning room procedure, reweaving, merchandising, advertising and selling, handling new and synthetic fabrics, and marking systems.

Sponsored by the Indiana Dry Cleaning and Laundry Institute, the clinic was held on May 16 at Ralph Heath's Jasper Laundry & Dry Cleaning Company.

The Indiana institute is also planning a booth at the Indiana State Fair, September 2 to 10. There will be an operator on duty from 8 a.m. to 11 p.m. daily with production lines in operation from 2 to 5 o'clock and 7 to 9 o'clock. In addition to setting up a shirt line, representatives of the group will be prepared to do anyone's shirt while he waits.

Customers Miss Routeman

When Jerry Moss, routeman for Troy Laundry & Cleaners, Detroit, fractured his ankle last winter and was taken to the hospital, there were so many calls from his customers that his employer ran a newspaper ad telling them what had happened. "Your driver, Jerry Moss, has had a serious accident," the ad read. "We are doing everything in our power to give you the same courtesies."

Here's the secret of Jerry's popularity. During the ten years he's been making pickups and deliveries on his route, Jerry has been a friend to his customers. "He shoveled coal for widows, kept a supply of bubble gum for the children

and distributed uncalled-for clothing to needy families," said Ted Hermans, one of Troy's owners. "He helped hundreds of people on his route day after day."

Handle With Care!

To determine the launderability of Orlon, publicized as washable, the American Institute of Laundering conducted a series of tests which disclosed that temperatures of laundry tumblers and presses can cause excessive shrinkage and discoloration of white Orlon.

Because Orlon looks like wool it is usually handled as such. Technicians have found this satisfactory, but add that it should be air-dried. The fabric has a tendency to wrinkle during extraction, and the heat of tumbling is frequently enough to yellow the white fabric. The tests also showed that the fabric shrinks considerably when dried in a tumbler at 180 to 215 degrees.

Consolidated Sets Sales High

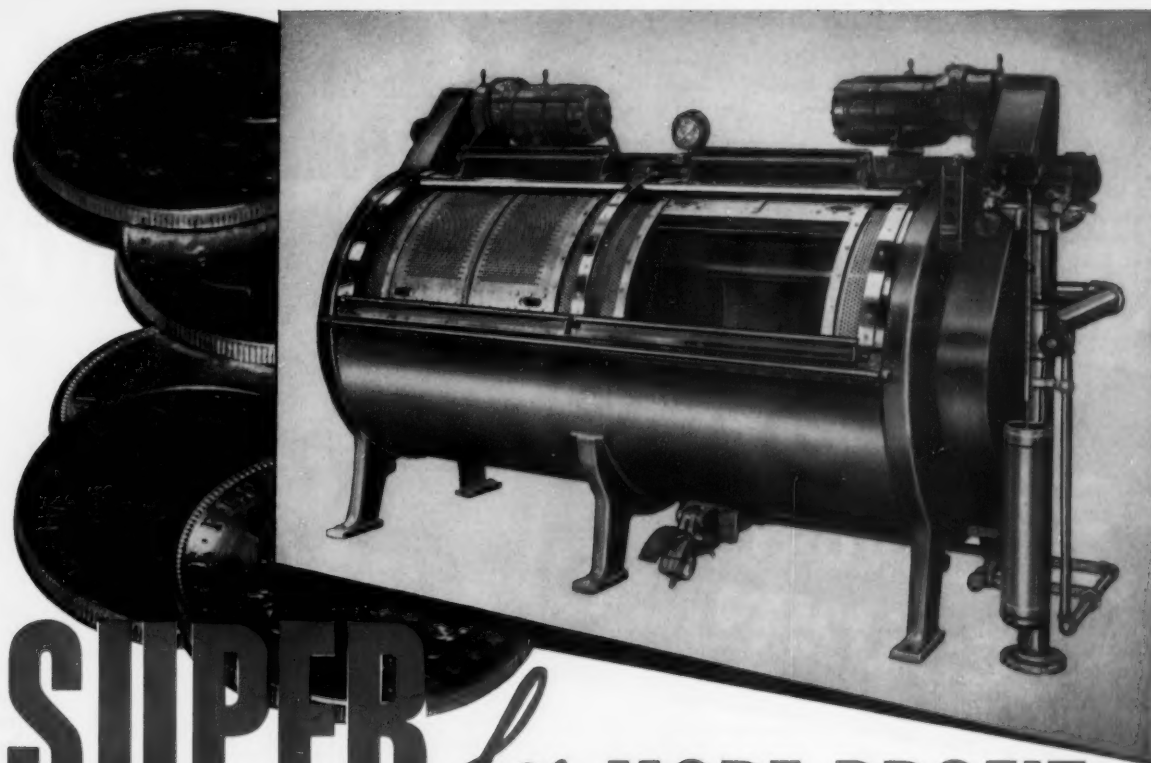
For the tenth consecutive year Consolidated Laundries, New York, has set a new annual sales record, it was announced by Murray Cohen, the company's president and newly elected chairman of the board. Net sales in 1953 were \$17,758,772.82, the highest in Consolidated history and more than double those of 1943.

In the past ten years the company's gross profits have tripled. Net profit after taxes amounted to \$638,305.74 or \$1.83 per share of common stock, a rise of 18 cents per share over 1952. The company's 1953 annual report indicates that cash dividends paid to stockholders last year amounted to \$347,700, or \$1 per share of common stock. Mr. Cohen pointed out that Consolidated Laundries' last dividend, paid March 1, 1954, was its forty-second consecutive quarterly dividend in the past 11 years.

Diaper Supply Tops Classified

Diaper Supply Service—a modern blessing unheard of in 1910—is now such an important industry that the Manhattan (New York) Classified Directory carries more advertising under this heading in relation to the number of listings than under any other heading in the book.

This fact was revealed in a release issued by the New York Telephone Company on the occasion of the seventy-fifth anniversary of the Manhattan Classified Telephone Directory.



SUPER *for* MORE PROFIT-

Rugged Construction—Low-Cost Production

Laundrymen who know insist that SUPER Metal Washers deliver longer, trouble-free service and profitable performance in action. Some owners have run them 24 hours a day for long periods. SUPER washers stand this rigorous test because they're built that way—weighing 200 to 500 pounds more than comparable machines, and every added pound of steel is for extra stamina!

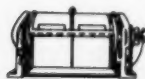
SUPER owners get quick, clean washes, too. A result of highly efficient cylinder design throughout. Five full-length, round nose lifting ribs . . . 626 smooth embossed perforations

per sq. ft. . . properly timed reversing controller.

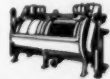
Easy, efficient operation is assured by conveniently grouped push-button controls . . . quick opening dump valve . . . fast-action solenoid brake. New anti-splash surge chambers prevents bubbling around shell doors—saves soap, hot water. Sealmaster outboard roller bearings for trouble-free operation.

19 Sizes—"Qwik-Out"—Open, Pullman, Y-Types—1 to 12 Pockets—Single and Double End Drives—1 and 2 Speeds—Conventional, Semi-Automatic and Automatic Controls.

Write for free bulletins on SUPER Metal Washers.



Unloading Washers



Conventional Washers



Open-top Extractors



Automatic Folders



Chest & Cylinder Ironers



Laundry Presses



Automatic Controls

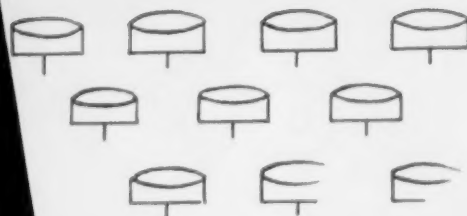


SUPER LAUNDRY
MACHINERY
COMPANY

A Division of
St. Joe Machines
"Since 1877"
**ST. JOSEPH
MICHIGAN**



**A GUIDE TO
SIMPLIFIED
LAUNDRY
ACCOUNTING**



**FOR THE PLANTOWNER
AND EXECUTIVE WHO
WANTS TO KNOW:**

which of his operations are the most profitable? • which the least profitable? • where he's losing money? what to do about it? • how to determine if he can make a profit with a new service? • how to plan a budget for a new service? a new outlet? • if his prices make sense profit-wise? customer-wise? • where and when to prune costs and expenses? • how to set up the basic records required to answer these and other vital questions?

COMING:

**IN THE September 1954
GUIDEBOOK** OF THE LAUNDRY INDUSTRY

The September 1954 Guidebook of the Laundry Industry will contain a simplified, easy-to-understand description of the accounting procedures and methods required to successfully manage the modern laundry, large or small. It will include illustrations of record forms and tell how to use them as regular controls to assure greater laundry profits.

THE
September 1954
GUIDEBOOK
OF THE LAUNDRY INDUSTRY

Many laundryowners today fail to realize the full profit possibilities of their business, or, even worse, face serious financial losses because:

1. *They do not analyze their costs.*
2. *They do not know where their profits come from—or where losses occur.*
3. *They do not operate on a budget.*

The Guide to Laundry Accounting is written to help them. It is not an accounting textbook, but is based on accounting principles, simply explained, to bring out the practical aspects of financial management. Emphasis is placed throughout on the proper analysis of financial information available to the laundryowner, large or small, through simple record keeping. It endeavors to show how profits can be increased, losses reduced, and how the laundryowner can keep out of financial difficulties.

The chapter on budgets tells how to set up a workable budget, but more important, it shows the advantages of operating under a budget. The same approach is made to all the subjects discussed, providing answers to the questions:

1. "What does this mean?"
2. "What good will it do me?"

Every effort has been made to keep the text simple and offer easy-to-understand descriptions of the technical terms which of necessity have to be used. In this way it can be of the greatest use to the greatest number of readers.

James A. Barnes
EDITOR

STARCHROOM
LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

14 East Jackson Boulevard, Chicago, Ill.

Ross Building, San Francisco 4, Calif.

505 S. Alameda Ave., Los Angeles 36, Calif.

INCLUDES:

EDITORIAL FEATURE SECTION:

A Guide to Simplified Laundry Accounting

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in, day-out to all plant executives.

**THE LAUNDRY INDUSTRY'S
STANDARD BUYERS' GUIDE:**

Classified directory, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

Trade name directory, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

Manufacturers' directory, providing an alphabetical list of manufacturers and their home office addresses.

Local buyers' guide, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

Detailed buying information supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

A.I.L. CONVENTION GUIDE:

Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Atlanta, Georgia, October 14-17.

Krahn Joins AIL



KURT A. KRAHN

Kurt H. Krahn has assumed duties as a member of the publicity and editorial department at the American Institute of Laundering. His work will consist of publicity writing and assisting with public relations and publicity assignments in the department.

Mr. Krahn, who holds a B.S. degree in journalism from the University of Wisconsin, spent part of his two-year tour of duty with the Navy as an editor and public relations correspondent in the Pacific area.

NSA Introduces New Booklet

"Showmanship in Safety," the National Safety Council's new book of attention-getting stunts and gimmicks, is designed to help sell safety to workers in new and appealing ways. It contains more than 150 ideas for displays, demonstrations, awards and other interest-arousing devices that help sell employees on wearing protective equipment and gives many other assists to the safety man in putting across his program.

The book is priced at \$1.25 to Council members and \$2.50 to nonmembers. Further information is available from National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Small Business Aids

A technique for analyzing the functional condition of a business is explained in a new leaflet announced by Wendell B. Barnes, administrator of the Small Business Administration. The leaflet, "How To Analyze Your Own Business," is No. 46 in SBA's series of Management Aids for Small Business.

Textile Performance Study Pushed

The American Hotel Association has formally accepted administration leadership for the project just approved by the American Standards Association on performance standards for textile fabrics used by hotels, hospitals and other institutions, the ASA has announced.

Clifford Gillam of the American Hotel Association stated that the committee which will be in charge of the technical work is now being formed. All interested parties may ask for the right to participate in the project, he said. Requests should be directed to either the American Standards Association, 70 East 45th Street, New York, N. Y., or the American Hotel Association, 221 West 57th Street, New York, N. Y.

This new project will parallel the work done on the American Standards for Rayon, Acetate, and Mixed Fabrics, but will cover all fibers and mix-

tures, including the newer synthetics.

At the general conference in January, nearly 40 organizations participated in the discussions as to the desirability of such a project. They represented producers, distributors, consumers and technical groups.

Under the new project, specifications, test methods and performance requirements will be developed for fabrics used in the manufacture of such end-use products as window curtains, draperies, slip covers, upholstery, awnings, table cloths and napkins, toweling—guest and utility—bath mats, shower curtains, bedspreads, decorative comforter and pillow covers, blankets, and uniforms for bellboys, porters, cleaning operators, waiters, waitresses, doormen and similar employees. Also, fabrics for coveralls, overalls, work shirts, and work trousers will be covered.

The project will be concerned with

ness and is available on request from all SBA field offices, or from its main office, Washington 25, D. C.

No. 48 in the series deals with "Sales Forecasting for Small Business." The techniques presented help determine on a sound basis the volume of sales that can reasonably be expected by some future date.


Laundry Industry Bows on TV

The laundry industry is the subject of a television film that was released on March 12 to 195 different television stations. The film is one in a feature-type newsreel series called "Industry on Parade" produced by the Radio and Television Division, National Association of Manufacturers.

Through the efforts of the American Institute of Laundering, the laundry industry was selected for this series. The film stresses the cooperative laundry-textile industry program to encourage the manufacture of truly launderable merchandise.

In time, the film will be telecast over 195 stations throughout the country. Each station sets up its own schedule for the film. AIL members are advised to call local stations and ask for the telecast schedule on NAM Film No. 178.

Shirt Bands Bat 1.000



PEERLESS *yale* Says **BASEBALL** is
The Greatest Game On Earth
BOOST YOUR COMMUNITY
BY
Boosting The "DUKES"
SAVE TIME SAVE MONEY BUY BOOK TICKETS
See Reverse Side For Schedule

Shirt bands give Peerless Yale Laundry of Duluth, Minnesota, another opportunity to "Root, root, root for the home team."

The bands, done up in snappy red and blue lettering, encourage community support of the local team and even carry a complete schedule of the home games on the reverse side. Brother, "If they don't win it's a shame."

the serviceability of the textiles in their end use rather than the fiber content. The requirements will also include components (buttons, thread, etc.) entering into the article covered, with respect to serviceability.

Also within the scope of the work will be the development of uniform methods of collecting samples for compliance tests and the establishment of methods of promoting the use of the specifications, test methods, and serviceability requirements for fabrics through certification and labeling procedures and other means.

Speaking in behalf of the American Hotel Association, Mr. Gillam said that it is essential for the hotel buyer at the time of purchase to know whether the item he purchases is launderable or drycleanable, and how well it will stand up without changing its characteristics after it has been refreshed.

A VITAL PART

**IN ANY LAUNDRY
PICTURE!**

**HAMMOND
WIZARD**

EXTRACTORS

- EASE of OPERATION
- EFFICIENCY
- BEAUTY

- ACCESSIBILITY

- ECONOMY

- AVAILABLE IN 17" - 20"
24" - 26" - 30" SIZES

HEAVY GAUGE STAINLESS STEEL
CURB CONSTRUCTION....That's heavier....
more rugged than ever before. One Lever Con-
trol, no experienced operator necessary....plus
outstanding speed and smooth performance for
years and years. Every safety feature included.
You'll agree it's the greatest extractor HAM-
MOND ever built.

**MAIL
THIS
HANDY
COUPON**

Please Send All Available
Information About **HAMMOND
WIZARD EXTRACTORS**

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____
HAMMOND LAUNDRY-CLEANING MACHINERY CO.
HAMMOND BLDG. WACO, TEXAS

Hammond
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BLDG., WACO, TEXAS

Cleaning Section



Bundle bonanza: Each of bundles above is worth about \$14 in cleaning and storage fees. And the season has only begun

*Here's how one New Jersey operator
beats the summer doldrums by*

Promoting the Bundle Storage Plan

THE BUNDLES of garments shown in the photograph above represent only a fraction of the 250 that the management of Westwood Laundry Company, Westwood, New Jersey, expects to store this year. And this is a conservative estimate, in view of the fact that the bundle volume for wardrobe storage has increased steadily at the rate of more than 10 percent each year since the program first began.

By HENRY MOZDZER

With each bundle valued at an average \$14, this means that the company stands to gain \$3,000 to \$4,000 worth of sales, thanks to this promotion alone.

Aside from being profitable in itself, the bundle promotional venture has other merits to recommend it. Principally,

it stimulates the sale of other services, and it tends to bolster production during the slack summer.

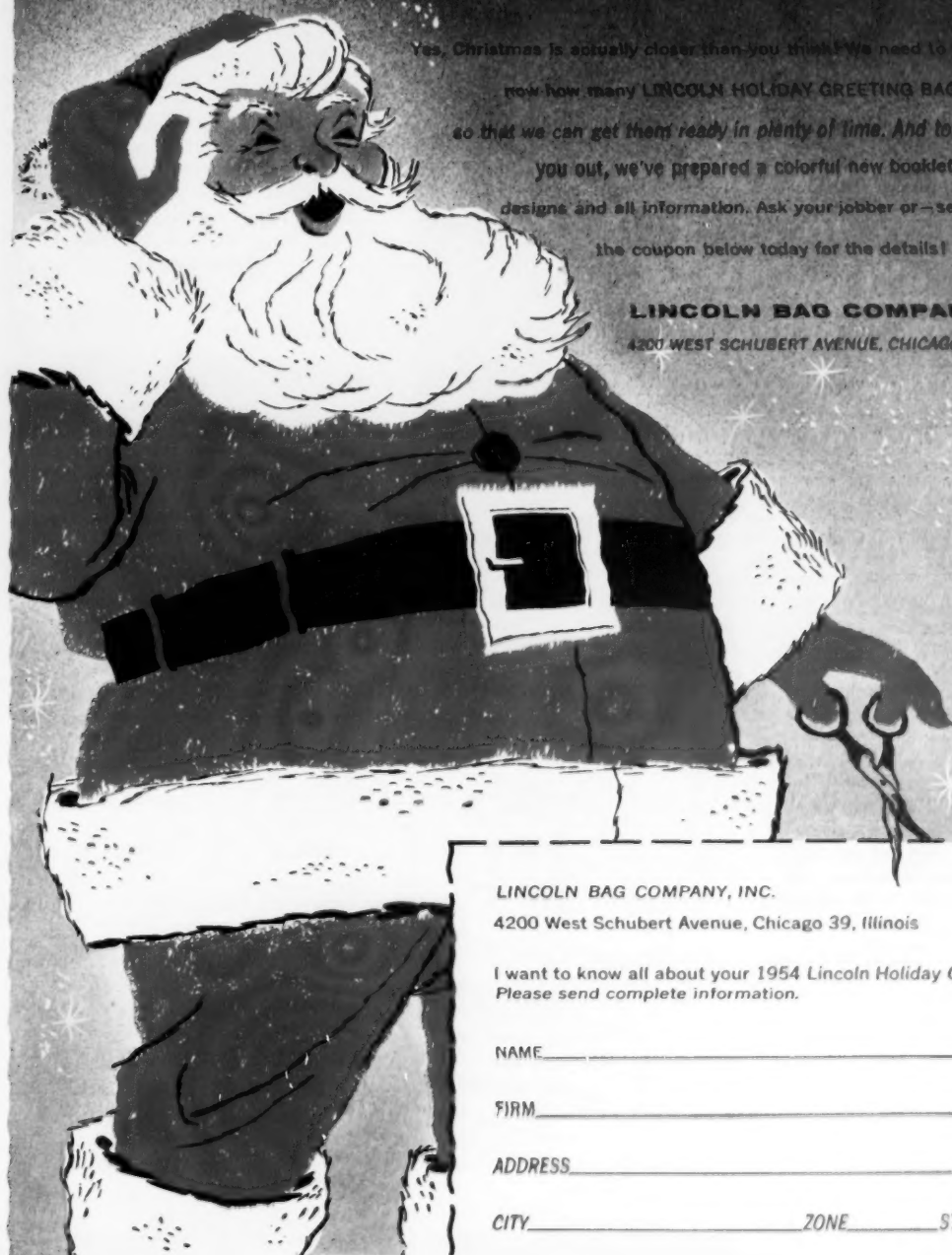
Originally fur storage sales at the Westwood plant had suffered because of the town's nearness to New York City—less than an hour's distance away. Likely customers were thus encouraged to keep such valuables at the Manhattan department stores at

IT'S ONLY "X" DAYS TO CHRISTMAS!
NOW IS THE TIME TO ORDER YOUR

Lincoln Holiday Greeting Bags

Yes, Christmas is actually closer than you think! We need to know right now how many LINCOLN HOLIDAY GREETING BAGS you will require so that we can get them ready in plenty of time. And to help you out, we've prepared a colorful new booklet showing the designs and all information. Ask your jobber or—send the coupon below today for the details!

LINCOLN BAG COMPANY, Inc.
4200 WEST SCHUBERT AVENUE, CHICAGO 39, ILLINOIS



LINCOLN BAG COMPANY, INC.

4200 West Schubert Avenue, Chicago 39, Illinois

Dept. SLJ

I want to know all about your 1954 Lincoln Holiday Greeting Bags.
Please send complete information.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



How the plan works

Generally speaking, the bundle storage plan differs from box storage (as it is practiced in some sections of the country) only in the type of container used. Actually, both terms are misnomers since the garments are stored in this manner only temporarily. Here's the way the plan operates at Westwood:

The plant offers to store anything the customer can get into a 30-by-40-inch drill bag for one year at a price of \$3 plus regular cleaning charges. The garments are insured against insects, fire, flood, theft, mildew, dust and dry rot. A valuation of \$150 is allowed on each bag.

Often an individual customer will take advantage of the plan and try to stuff in more garments than the bag will hold. And past experience has shown that customers put in a lot of mixed pieces which the plant would not normally receive. For example, hooked rugs, tapestry, scarves, everything from blankets and slacks to chair covers and mittens have turned up.

These practices can hardly be termed objectionable from the plant-owner's standpoint for under this promotion plan he is more interested in the drycleaning than he is in the storage angle. Westwood's records reveal that last year the average cleaning bill for the 200-plus bundles stored amounted to about \$11 each.

As the route salesman or counter

which their purchases had been made, especially since these stores often extend some sort of free storage service as an added inducement to buy.

The Westwood plant first offered wardrobe storage in the bundle plan in 1948. As the customers became sold on its convenience they were more inclined to send their furs along, too. Fur storage has grown steadily ever since. Last year the company stored approximately 2,500 coats.

Furthermore, 10 percent of the patrons are now year-round storage users, sending their winter garments in for the summer and their summer garments in for the winter.

In the current critical labor market, the bundle promotion has also enabled the Westwood operation to maintain a relatively stable labor force, now numbering 75 including sales personnel and office staff. This is possible because the items earmarked for wardrobe storage are not processed until the spring rush has subsided. Hence the plant can draw on a steady supply of work from its storage vault during the normally slow periods of July and August.

SPECIAL

Wardrobe Storage

Everything in your home
except adult overcoats
summer-stored for only

\$3 PLUS
CLEANING
CHARGES

SAFEAIR
Storage

"The safe that breathes"

INSURANCE AGAINST ALL DANGERS
— makes you feel their robes don't dry out.

This includes: water, fire, theft and
theft

DRY CLEANING

stored in our **SAFEAIR STORAGE VAULT** until Fall

THEIR OF THE CLOSET SPACE THIS GIVES YOU!

See other ads for information

LAUNDRESS WESTWOOD CLEANERS
Westwood 3-0436
OLD HOOK ROAD WESTWOOD N.J.
8 JAY STREET, TEANECK — (NEAR 3-2221)

List of items welcome in our **WARDROBE STORAGE**

LADIES' WEAR
— 3 Pz. Trousering
— 2 Pz. Trousering
— 1 Pz. Dresses
— 2 Pz. Dresses
— Housecoats
— Sweaters
— Socks
— Ribbs
— Jackets
— Skirts
— Blouses
— Jumpers
— Jerseys
— Wraps
— Belts

MEN'S WEAR
— 4 Pz. Suits
— 2 Pz. Suits
— 3 Pz. Suits
— Trousers
— Shorts
— Sweaters
— Jackets
— Ribbs
— Hats
— Ties

HOUSEHOLD

Blankets
Comforters
Pillows
Chair Covers
Couch Covers
Cupboard Covers
Sewers
Customers
Tapestry
Hunk Rugs

MISCELLANEOUS

Wool Mittens
Gloves
Slippers
Hats
Scarves

CHILDREN'S WEAR

3 Pz. Suits
2 Pz. Suits
1 Pz. Suits
Leggings
Jackets
Skirts
Sweaters
Trousers
Hats

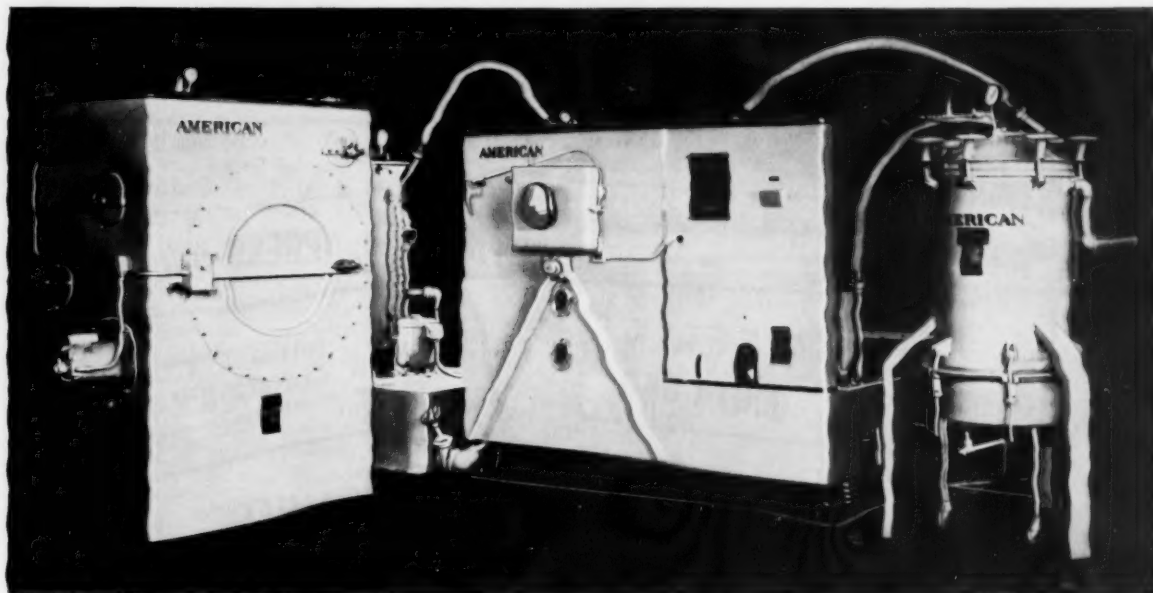
1 Pz. Suits
2 Pz. Suits
3 Pz. Suits
Ties
Socks

Please carefully check this list and received for
up to \$3.00 plus cleaning rates, all items herein

Signed

Burke Rosenthal

ANNOUNCING the new **AMERICAN TRUCLOR** **Two-Bath Perchlorethylene Unit**



Now, join the swing to fast, finest quality 2-bath dry cleaning with the brand-new American TRUCLOR Two-Bath Unit.

Inexpensive, easy to install, completely automatic, TRUCLOR gives you all the advantages of Super-Strong Soap Solution, and efficient 2-bath cleaning. Automatically controlled wash, rinse and extracting cycles. Soap is added to solvent tank. Recovery unit saves up to 90% of solvent.

Both baths are continuously filtered. Powderless filtration and distillation of rinse bath solvent saves costly filter aids. And solvent storage tanks for both baths are built right into the unit—no underground tanks needed. TRUCLOR requires no foundation, no bolting down. No attachments necessary!

Get set for bigger capacity, better quality with an American TRUCLOR Two-Bath Perchlorethylene Unit. Rush coupon for information.



You can depend on your American Representative's advice in your selection of equipment from the complete American Line. Backed by our many years experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance . . . no obligation.

AMERICAN

CLEANERS EQUIPMENT CO.

Division of The American
Laundry Machinery Co.

Cincinnati 12, Ohio



AMERICAN CLEANERS EQUIPMENT CO. ALM-132-A

Cincinnati 12, Ohio

- ☐ Send information on the new TRUCLOR 2-Bath Unit.
☐ Have American Representative call.

Name _____

Firm _____

Address _____

City & State _____

girls receive these items for wardrobe storage they make a quick check of the contents, note them on a combination bundle insert and storage list, and put this in the drill bag. A signed duplicate copy is given the customer as a receipt. Then the bag is identified with a regular drycleaning invoice which is attached to the string sealing the neck of the bag. All that appears on the invoice is the customer's name and the words "Wardrobe Storage." Actually, the garments are

not officially marked in until after the Fourth of July holiday when production tends to taper off.

To prevent any possible mixup between wardrobe storage and regular work, the bags coming in through the plant call office are moved directly to the fumigator cabinet. Those coming in by any of Westwood's 11 route trucks are left on board until last and are picked up separately.

At the end of the day the bags are placed in the fumigator—16 to 20 at

a time—for a period of 12 hours. This is done to disinfect the contents and destroy any insects that may be present. The next morning the bags are stored in a designated area in the 38-by-45-by-13-foot storage vault, there to await the summer doldrums.

Since the Westwood vault is equipped with temperature and moisture controls, it is perfectly safe to store the bags in this fashion without fear of their being infested by moths or subject to mildew. The temperature



The image displays several printed laundry flags used by the Westwood Laundry Company. These flags are rectangular and contain specific instructions for garment care. The flags shown include:

- PRE SPOT**: A vertical flag with a checklist for stains: INK, TEA, MILK, COFFEE, SODA, JUICE, BEER, WINE, LIQUOR, BLOOD, KETCHUP, MUSTARD, and NAIL POLISH. It also features a '32' and 'LANTON MARKING TAGS'.
- WATER REPEL**: A horizontal flag with 'F' and 'LIBERTY EYE OPENER'.
- PRESS ONLY**: A horizontal flag with '6' and 'LANTON MARKING TAGS'.
- PUT IN MOTH BAG**: A horizontal flag.
- NEW CUSTOMER**: A horizontal flag with the text '— FIRST ORDER —', 'PLEASE INSPECT THIS GARMENT VERY CAREFULLY', and 'PLAIN-TAGS - Copyright 1956, The Lantoff & Co., Louisville, Ky.'.
- ROLL SLEEVES NO CREASES**: A horizontal flag with '8' and 'LANTON MARKING TAGS'.
- REPLACE**: A horizontal flag with checkboxes for 'BUTTONS', 'SHIELDS', 'ORNAMENTS', and 'PADS', and the number '5'.

Below the flags, the text reads:

Printed Flags Cover Every Situation

Preprinted flags speed the processing of dryclean items through the Westwood Laundry Company's plant in Westwood, New Jersey. These varicolored tags have such instructions as "Wet-clean," "Water-Repel," "Press Only," "Repair Work," etc., printed on them. There's even a "New Customer" flag to single out these orders from the rest. Thus, they quickly indicate the service desired with little possibility for error.

Perhaps the most helpful tags in the lot are the "Prespot" and "Replace" flags. These have

check-off squares which show at a glance whether, for instance, the offending stain was caused by coffee, soda or any of a dozen other common substances. When the customer volunteers this information, this can save a great deal of time. Similarly, a check mark besides the words "buttons, shields, pads or ornaments" on the "Replace" flag immediately tells the sewing department what has to be replaced.

The flags, measuring about 1 by 4½ inches, are stapled to the garment along with the marking tag.



is kept at a steady 45° F. and the relative humidity at 40.

Moisture control is very important in the storing of finished garments. Unless the relative humidity of the vault is maintained at a low level the garments will not retain their freshly pressed look.

Lacking this control, the plant operator may be obliged to retouch all garments before they leave the plant or else leave them unfinished until the customer calls for them. Both alternatives can result in misunderstandings and ill will if the customers flock to the store at the first cold snap and find their garments are not ready. The plantowner, too, may have some misgivings if the finishers have to put in overtime to get the work out as promised.

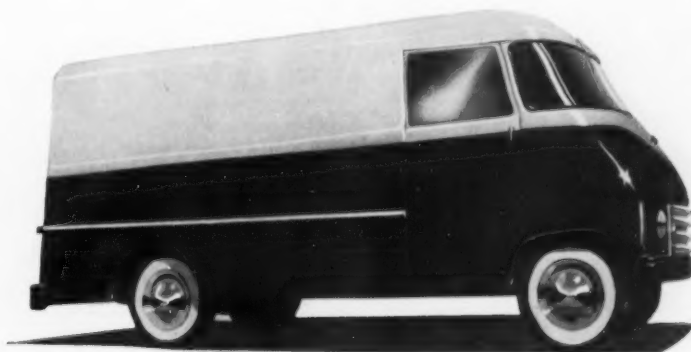
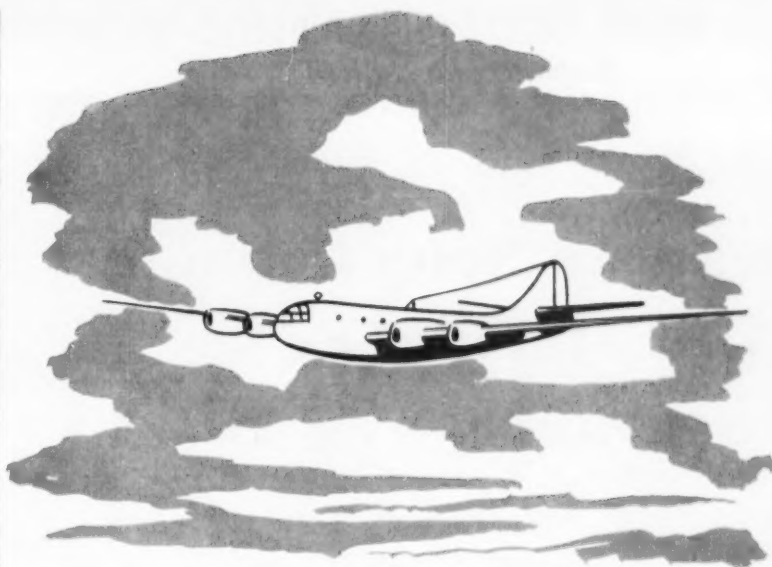
At the Westwood plant this control of vault humidity makes it possible to finish the garments once at a convenient time and be done with them. All that remains to be done is bag the garments when the customer calls for them.

When it comes time to process the storage orders, the invoice is made up in detail with every item counted and priced. Each piece is tagged with a distinctive flag which identifies it immediately as an item that must be returned to the storage vault, thus eliminating any possible confusion in the plant. Once the items are returned to the vault they are assembled and the entire order is hung together on the regular racks. Each invoice marks the beginning of an individual order so that there is no hunting around for stray pieces.

To promote wardrobe storage service, the Westwood company likes to play up the idea of convenience. It urges its customers to think of (1) the closet space saved, (2) the protection afforded, and (3) the special care garments receive.

This message is carried in the town's weekly newspapers. The paper's coverage of the market area served, however, is such that Westwood cannot rely on this medium alone. The gaps are filled by judicious use of stickers and bundle inserts as well as direct-mail campaigns, not to mention the very effective contests for route salesmen.

Some 90 percent of the storage users are regular laundry and dry-cleaning customers. In a bid for new customers, Westwood is currently investigating car-card advertising techniques with the hope of attracting the heavy commuter trade which might not be reached by other means. Also, to expand its market still further a third store will be opened shortly in a nearby New Jersey town. □□



C L E A N

Everyone who first sees the new UTILITY makes the same remark, "It looks so CLEAN." Yes, the UTILITY is clean and beautiful. The secret is in functional, practical design . . . design that gives safer, better operation as well as making UTILITY the "best looking truck in town." For example, the flush-mounted sidedoors give the body smooth, modern lines and make the interior dust-proof. Your delivery goods arrive at your customers clean and fresh. That is just one of a dozen features that makes UTILITY for '54 the most versatile, beautiful and dependable truck body on the market . . . the truck you'll be proud to own.

Phone-wire-write for additional information and name of nearest UTILITY representative.

THE TRUCK WITH *Control Tower* VISION



UTILITY TRUCK DISTRIBUTORS, INC.

Union City, Indiana
Phone 424

How to Select Boiler And Machinery Insurance

By JOSEPH C. McCABE

A RASH OF BOILER EXPLOSIONS just after the Civil War aroused the interest of a group of New England engineers. When investigation showed that periodic inspection could have prevented most of the explosions, the engineers decided to offer just such an inspection service. They asked a small fee and, to make the offer more attractive, agreed to pay damages if an explosion occurred in spite of the inspections. From this beginning came today's wide range of insurance protection for pressure vessels and machines.

Since protection of lives and equipment is important, a knowledge of protective means is also important. This article should help you decide: (1) what units in the plant should be insured; (2) type of insurance to carry on each, and (3) likely amount of loss from accident to any unit. It should also make you more familiar with the services insurance companies offer.

Boiler and machinery insurance reimburses the owner for loss resulting from accident to any object insured. These losses may be: (1) damage to the object itself; (2) damage to other objects the policyholder owns; (3) damage to property of others; (4) injury to people the owner does not employ (employees are covered by Workmen's Compensation); (5) loss of valuable contents of object, such as ammonia in a refrigerating system; (6) loss of the object's use, and (7) spoilage of material in process or storage.

The last item may be a direct or indirect loss as the result of an accident. If it is indirect, it is covered only by a special clause in the policy. This will be explained later. Let's look now for a minute at the setup of the policy itself.

The boiler and machinery policy

has three parts: (1) insuring agreement, (2) schedules, and (3) endorsements.

Insuring agreement

This contains the amount of the premium charged, dates the policy will be in effect (usually three years), and the name of the person or company insured. Other data include the number of endorsements and schedules attached to the policy, and the largest sum the insuring company will pay for any single accident.

Inside the insuring agreement is information on property valuation, insurance suspension by company representatives, insurance cancellation by either party, notice necessary in case of accident, inspections policyholder must permit, etc.

Schedules

These insure different groups of equipment of the same type, such as boilers, pressure vessels, steam and water turbines, electrical machines (generators and motors), miscellaneous electrical equipment (switchboards).

All schedules in the boiler and machinery policy are similar, so a description of the boiler schedule, the one most frequently used, will serve as illustration.

The front face of the schedule is used to identify the exact object covered and type of insurance offered. Space is provided for the owner's or manufacturer's serial number and a brief description of the object. For a boiler, this includes type, diameter of shell or heating surface, whether unit is high- or low-pressure type (below 15 p.s.i. is low-pressure). Space is also provided to state whether the boiler is insured for limited or broad coverage, whether boiler piping is insured, what

type fuel is used, and whether furnace-explosion insurance is included.

Just a word or two on the various coverages just mentioned. *Limited coverage* provides only for explosion of the object, while *broad coverage* provides also for damage from overheating the boiler due to low water. *Boiler-piping coverage* extends the insurance to cover piping attached to the boiler, such as steam, blow-down and feed piping. *Furnace-explosion insurance* covers the hazard of gas explosion within the normal gas passages between the firebox and top of stack. This is often provided, however, by extended coverage on standard fire-insurance policies, and duplication is unnecessary.

The back of the boiler schedule is used to define a boiler, and to define an accident under a policy including broad or limited coverage, and furnace-explosion or boiler-piping insurance.

Endorsements

These expand or limit the coverage provided under the standard insurance policy. They may insure the owner for: (1) loss of use of the unit, (2) spoilage of material in process or storage, (3) certain other possible listed losses.

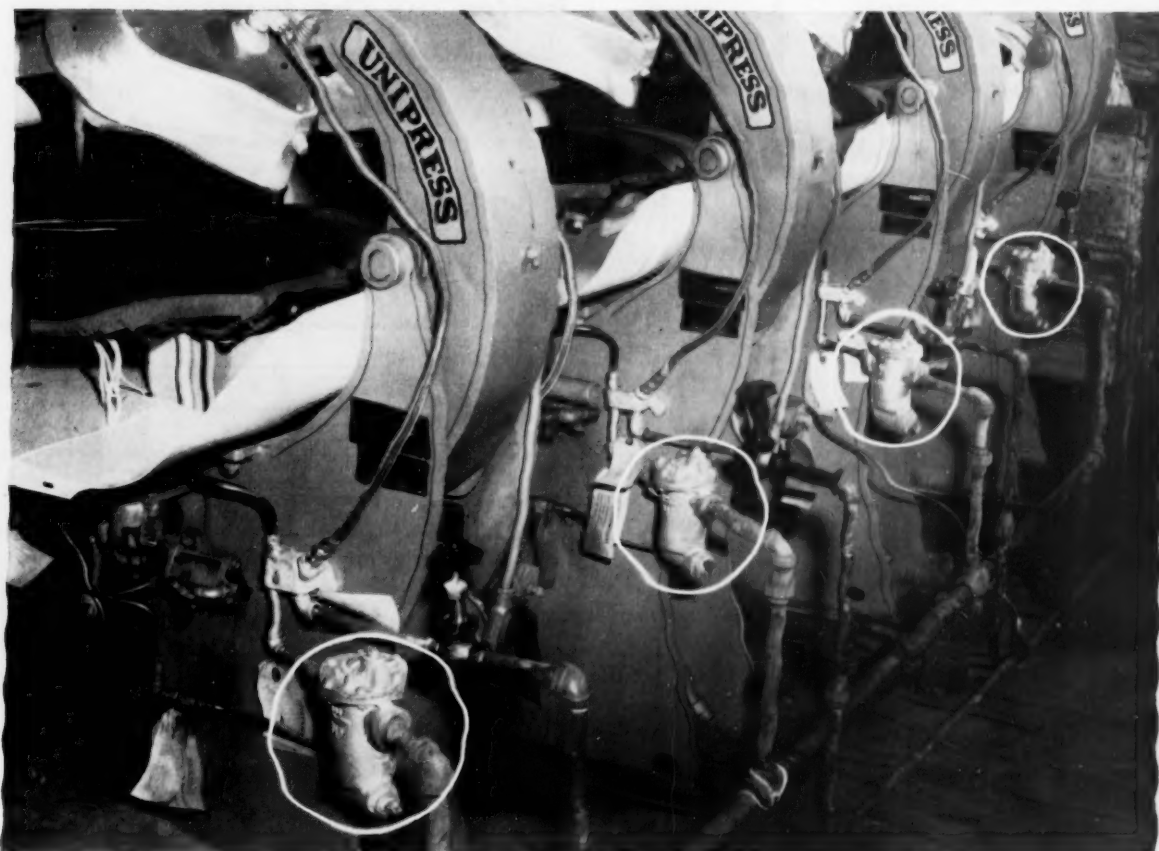
Let's look at some of the more important endorsements in the boiler and machinery policy.

Use and occupancy: This provides payment for loss of profit or other hardship arising out of loss of the insured object. It is written effective at the time of an accident or several days after. The time selected usually depends on how soon production will be affected after the accident happens. The charge for this insurance depends on how soon after the accident the insurance takes effect—the sooner, the more costly. The charge is also based on the daily amount of money the insurance company must pay.

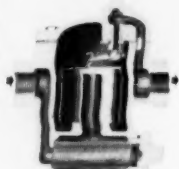
Consequential damage: This is designed to insure against spoilage of material resulting from an accident to a piece of equipment listed in the schedules. Loss must be due to spoilage caused by lack of heat, light, power, steam or refrigeration.

For example, if the ammonia receiver in a refrigerating system blows up and the fumes damage foodstuffs in cold storage, direct-damage insurance will cover the foodstuff damage. If, however, the crankshaft on the refrigeration compressor breaks and the foodstuffs in storage spoil from lack of refrigeration, damage to the compressor is insured under the schedule where it is listed. But the spoilage is not a loss under the policy unless the consequential damage endorsement is

You can't save money by skimping on Steam Traps —
An Armstrong Trap on every unit always pays dividends



Plant doubles production without appreciable increase in fuel costs



STRAINER BUILT IN

Built-in Strainer Traps save fittings, labor, maintenance. Cost less than separate trap and strainer. Complete data in literature mentioned below.



When Standard Coat, Apron & Linen Service took over a previous linen service plant in Portland, Maine, the boilers could hardly handle the steam load. Mr. Tom Foley, General Mgr. called Files Steam Specialty Company, Armstrong Trap Representative in New England, to help correct the condition.

Under supervision of Mr. Ken Raymond, Chief Engineer, Armstrong traps were installed on each unit in the plant.

Results: doubled production with no appreciable increase in fuel consumption; higher machine

temperatures; boilers easily handle the load.

This is a typical example of the efficiencies and economies possible through Armstrong unit trapping. Could your plant stand a shot in the arm? Call your Armstrong Representative, or write:

ARMSTRONG MACHINE WORKS
832 Maple Street, Three Rivers, Michigan

SEND FOR FREE BULLETIN No. 233

—Bulletin No. 233 gives a detailed explanation of the size and type of trap to be used with different pieces of laundry equipment. It's yours free on request.



ARMSTRONG STEAM TRAPS

included in the policy. First loss to the foodstuffs is direct; second is indirect.

Reserve or seasonal object: This form credits the policy holder for non-use of objects normally held in reserve, or used only seasonally. Credit is given on the insurance premium charged. This form does not apply to low-pressure heating equipment.

Inspection service

One of the most important services insurance companies render is inspection. Qualified engineers are employed and trained in accident-prevention work. They are then sent into the field to make routine tests and inspections of all insured boiler and machinery objects. Their primary work is to spot accident-producing conditions and make corrective recommendations to the policyholder.

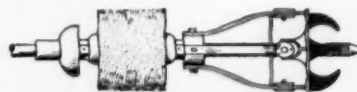
Note here that the insurance policy states the right of the insurance company to make periodic inspections of insured equipment, but regulation forbids promising inspection at any stated time or with any stated frequency. Insurance companies usually try, however, to inspect boilers twice a year and machinery objects three times a year.

Because of the value of this service, boiler and machinery insurance is

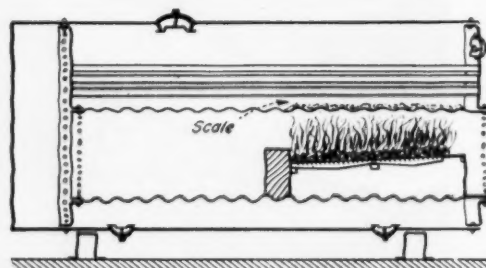
How to prepare a fire tube boiler for the inspector



Brush tubes in cold boiler by hand to help inspector find any trouble



This combination scale remover and brush does double-duty inside tubes



Scotch-marine-type boiler's corrugated furnace has tough scale above the fire

VOLUMES OF HOT WATER

**AT ANY GIVEN TEMPERATURE
OR ANY TWO TEMPERATURES
SIMULTANEOUSLY**

The Bryan Indirect Water Heaters are engineered specifically for the heating of water by the indirect "Heat Exchanger" method. They are made for use with or without storage tank, and for delivery of water at one constant temperature or two temperatures simultaneously.

Because the direct heated water is seldom changed, but circulates continuously, heater and the fast acting Bryan copper tubes last indefinitely. Economy and efficiency are unsurpassed.

Send for complete information.

● COMPACT ● ECONOMICAL ● DURABLE

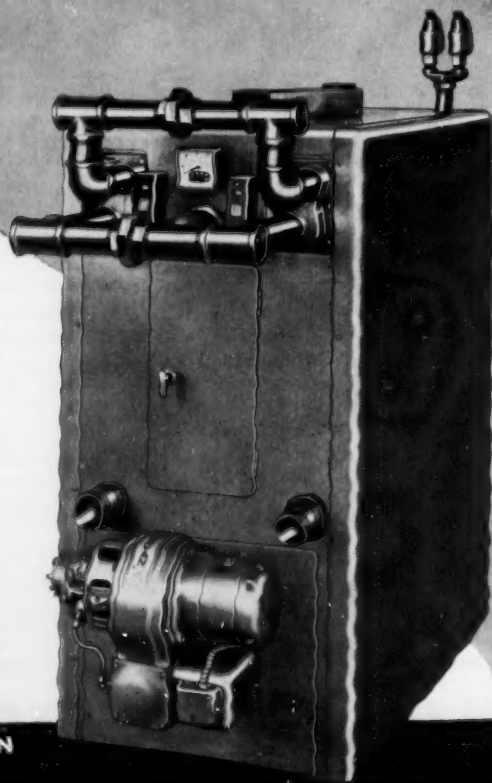
DESIGNED
Especially
for
OIL or GAS
FIRING

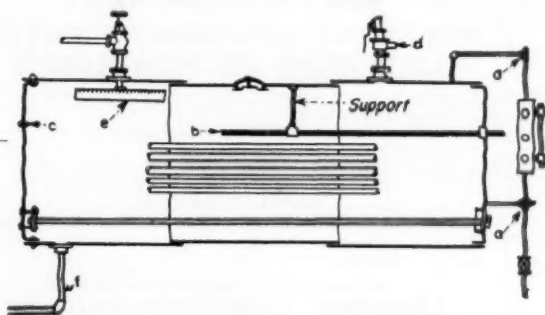
BRYAN

Copper Tube Indirect Water Heater

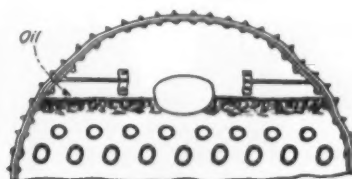
BRYAN STEAM CORPORATION

303 CHILI PIKE, PERU, IND.

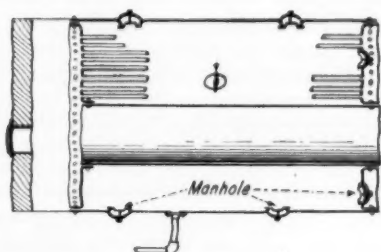




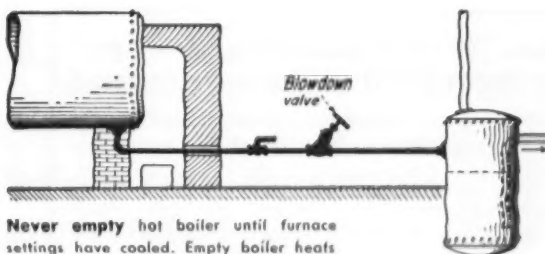
Check water column a, internal feed line b, fusible plug c, safety valve d, dry pipe e, and blow-off pipe, f



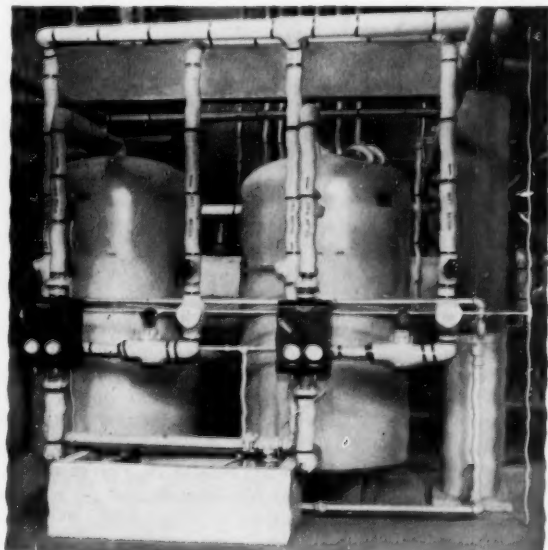
Rub back of your clean fingers along water line to test for oily deposit



Remove all manhole plates and clean waterside well



Never empty hot boiler until furnace settings have cooled. Empty boiler heats up unevenly and riveted seams will leak



A TYPICAL INVERSAND SOFTENER INSTALLATION WITH MANY ADVANTAGES

- A — Requires only 100 sq. ft. floor area.
- B — Provides flow rate of 20,000 G. P. H.
- C — Continuous operation.
- D — Provides capacity of 200,000 gals. per regeneration, basis 10 grain water.
- E — Uses only 3 lbs. salt per 1000 gals. soft water.
- F — Manual operation by multiport valves, convertible later to automatic at about 13% extra cost.
- G — Produces crystal clear 100% SOFT water.
- H — A low price too.

*If it's a new softener—
If it's an overhauling—modernizing job on your present softener—
If it's any problem whatever in water treatment
Write or Call Us for Information
We Have Installed Over 3000 Laundry Softeners During the Last 30 Years*

Phone
Glassboro 4-3200



HUNGERFORD & TERRY, INC.

Clayton B. N. J.

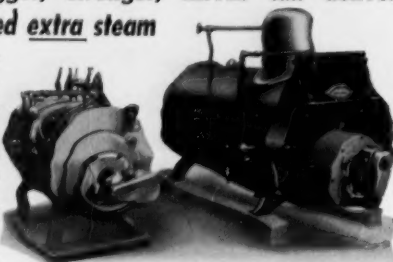
BULLETIN IS-1
Just Out
Free on Request

Rated the same but . . .

only the bigger, stronger, LEFFEL can deliver when you need extra steam

Both of these boilers are rated at 20 H.P. The smaller "package-type" boiler can deliver only 20 H.P., while the larger Leffel easily operates at 50% above its rating, and in emergencies, delivers up to 40 H.P. with safety.

Look to Leffel for dependable and low cost steam. Write for bulletin 236 today.



THE JAMES LEFFEL & CO.
DEPT. L SPRINGFIELD, OHIO

PAID ADVERTISEMENT

New Water Softener Zeolite For increased soft water output

Have you checked your water softener lately? Chances are it needs additional zeolite—maybe an entire new refill.

Elgin high capacity zeolite will give you greatly increased soft water output—often 3 to 10 times more.

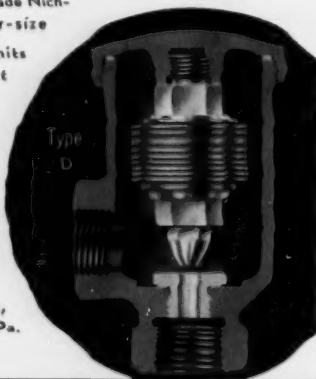
All types available for immediate delivery—all priced right. Let us quote on your requirements. **Elgin-Refinite**, Div. of Elgin Softener Corporation, 150 North Grove Avenue, Elgin, Illinois.

New Nicholson Steam Traps for Laundries

Send for
Bulletin 351

This new Nicholson trap was designed for laundries, dry cleaners and other users of small equipment. Type D effects the same faster heat-up, and the higher and more even temperatures

which have made Nicholson's larger-size thermostatic units among the most widely adopted traps in industry. For ironers, presses, dryers, water heaters, space heaters. $\frac{1}{4}$ " to $\frac{3}{4}$ " press. to 200 lbs.



185 Oregon St.,
Wilkes-Barre, Pa.

W. H. NICHOLSON & CO.
TRAPS · VALVES · FLOATS

SAVE MONEY

WITH "BARNEY" CONDENSATE TILT TRAPS FOR BOILER FEEDING AND STEAM DRAINAGE

- Increases boiler efficiency by returning condensate at high temperature to boiler
- Engineered construction features fewer parts
- Requires little lubrication
- Provides constant deaeration and excess pressure release

"WEAROCK LINING"*

We also line hot water tanks with "Wearock Lining." Ideal for dairies, hospitals and all installations where water of high purity is important.

*"Wearock Lining" is guaranteed for 10 years.

LAKEWOOD MANUFACTURING CO.

25039 Center Ridge Road • Westlake, Ohio

bought as frequently for the inspections as for the damage payment in case of an accident.

Opinions of inspecting insurance engineers are based on such factors as: (1) design and use of equipment for service intended, (2) satisfactory design, (3) ability of operating personnel to perform assigned jobs, (4) past accident history of the insured unit, (5) interest in and response to suggestions and recommendations, (6) general conditions of plant, and (7) existence of regular maintenance schedule.

After an inspection, the engineer makes corrective recommendations he feels warrant the attention of the plant management. These generally fall into three groups:

1. *Urgent recommendations on serious conditions. Failure to comply may result in insurance suspension on the defective unit until it is repaired.*

2. *General recommendations to correct conditions that may cause an accident, but not in the near future. They are also made to correct conditions that would improve operation or increase production.*

3. *Special recommendations to correct violations of state or municipal laws. In states or towns having laws governing the operation and repair of boilers, insurance engineers are usually deputy state inspectors and are required to submit reports on their inspections. If law violations are found, a report is forwarded to the policyholder. In this case failure to comply often results in a fine.*

The choice of an insurance company should be based on three fundamental considerations:

1. *The financial status of the company—its ability to pay losses that may occur.*

2. *The ability of the underwriters to design an insurance program to fit the particular plant. Thought must be given to the amount of damage that an accident might cause, how the various pieces of equipment fit into the production scheme of the plant, and how much effect an accident to a piece of equipment will have on production.*

3. *The quality of the inspection service. Part of the insurance premium on each unit, sometimes as much as 40 percent, is set aside for this service.*

Since the benefit from prevention is far greater than that from payment for accidents, thoroughness of inspection is highly important. The insurance engineer should be provided with equipment to permit checking thoroughly the condition of the insured units. Inspection reports to the policyholder should detail the condition of the inspected equipment.

We hope this closeup of an important type of insurance will help you in selecting a sound insurance program. Any good company will give individual attention to your problems. But before going into special cases, arm yourself with the pertinent points in this article. □□

What's Your Problem, Mr. Laundryowner?

Competition got you worried?

Costs up? Production down?

Fumbling finishers?

High labor turnover?

Customers clamoring for better
quality? Quicker service?

This invaluable Manual shows you how to transform the beginner—the slow, unskilled operator—into a productive expert finisher and careful folder. It gives step-by-step routines for training operators to turn out quality finishing on all types of work—and turn it out fast.

It shows folders the quickest, most efficient, most customer-satisfying way to fold flatwork, dress and sport shirts, wearing apparel, uniforms.

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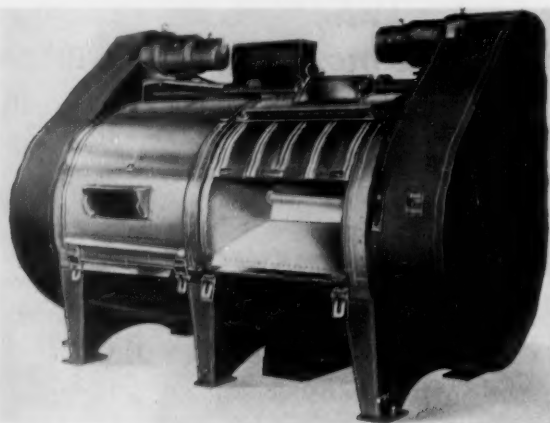
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NEW PRODUCTS and LITERATURE

American Adds New Cascade Washer to Line



The American Laundry Machinery Company has announced the latest addition to its line of washers, the 60-inch Lo-Door Mammoth Cascade Washer.

Built in two cylinder sizes, 60 by 96 inches and 60 by 126 inches, this unit was designed to produce maximum output per square foot of floor space at minimum maintenance costs. A feature is the door setting, which, since it is only 31 inches from the floor, permits work to slide from sloping horizontal or "Y" partitions without undue strain on operator or work.

Other advantages of the unit are: wider area of perforations; counterweighted tub doors with trunk-type locks; quick dumping action from 12-inch drain, and a divided water inlet casting for rapid distribution of water.

The Lo-Door Mammoth Cascade is of stainless-steel construction on the cylinder and tub-end linings. Three 6-inch ribs run the full length of the cylinder's outer circumference. These and the cylinder side sheets are permanently riveted to the cast-steel trunnions to assure an integrated, maintenance-free transmission of power from gudgeons to cylinder. Horizontal or "Y" partitions also run the entire length of the cylinder with vertical par-

titions welded in segments. This construction puts the brunt of dropping work on the most heavily supported areas.

Other construction features include a two-motor drive, fully enclosed wiring, tightly gasketed and bolted fittings, and heavy-duty, roller-type bearings protected by three rows of corrosion-resistant packing located well forward of the journal box to prevent leakage into bearings.

The Lo-Door comes in models with either horizontal or "Y" partitions. Other alternatives include either hand-locked or hinged cylinder doors, and either chain or V-belt drive. A special model of the Cascade Full-Automatic Control can also be installed with either size Lo-Door.

Further details are offered in Bulletin AB337-202, available from The American Laundry Machinery Company, Ross and Section Rds., Cincinnati 12, Ohio.

Cottonblossom Press Covers

Southern Mills, Inc., is featuring two new types of nylon press covers, Pyron H and Pyron C, that are reported to be unusually long-lasting.

Pyron H is a slip-resistant cover for overall, linen wearing apparel and bosom presses. The

fabric has a pliable finish with enough traction to prevent the garment from slipping off the press. Pyron C has a smooth finish and is designed for collar, cuff, sleeve, yoke and bosom presses. It resists adherence to starched materials.

The new press covers have the following features: they leave no trace of odor on garments; are available ready-made for any press; eliminate color fading onto the garments being pressed; are treated with a preparation that adds heat and abrasion resistance.

Southern Mills, Inc., will furnish further information on request through the home offices, 585 Wells St., S.W., Atlanta, Ga., or its sales offices in Dallas, Los Angeles, Detroit, New York and Chicago.

Street's Offers Manual

R. R. Street & Co. Inc. has published a manual covering extractor-rinse installation in conventionally equipped petroleum plants. In November 1952 Street's made its first announcement on the development of the extractor-rinse process in the 4 percent two-bath method. During the next 18 months, 1,500 conventionally equipped petroleum drycleaning plants made suitable changes in solvent line piping to enable them to use this process. Most of these installations were the result of individual planning and engineering.

Now Street's is offering a comprehensive extractor-rinse process installation manual, said to be applicable to the majority

of conventionally equipped petroleum solvent plants whether the plants use aboveground or underground tankage facilities.

While Street's continues to offer the use of its technical service department, at no charge to customers, the company believes that most plants will find the extractor-rinse installation manual adaptable to their particular problem.

Copies of the publication are available from R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill., or one of the 41 Street field technicians.

New Sure-Hold Line Of Stock Shirt Bands

Sure-Hold Division, Nashua Corporation, is now introducing its 1954 line of stock-design shirt bands. A 25-page catalog presents the new line together with many other bands, including the Sudzy series and novelties that are popular with laundries.

The company's bands, besides protecting the contents and advertising the laundry, serve as timely reminders of the wide variety of services—drycleaning, fur storage, tailoring, etc.—that modern laundries offer. The catalog also shows other Sure-Hold laundry products, such as necktie envelopes, handkerchief and hosiery bands, button cards and stylograms for insertion in pockets of drycleaned suits.

The catalog is available from Sure-Hold Division, Nashua Corporation, Nashua, N. H., or through local jobbers.

Sanitex Belting Withstands Washing Test



Recent severe tests conducted on Dandux Sanitex stitched canvas belting revealed no evidence of ply separation or any indication that the impregnating material was affected, according to the manufacturer, C. R. Daniels, Inc. Belting samples were put into a washing machine and violently agitated over an extended period of time in scalding

water and strong detergents by Regal Dry Cleaning and Laundry Company, Baltimore. Because of the successful results, the laundry company has installed this belting in its new conveyors (in photo above).

Because the smooth surface of Sanitex belting does not absorb liquids, making it possible to maintain a clean surface at all times, this product is suited



The two "keynotes" to heavier bundles and heartier profits are sounded by BLUFIXE and COLORFIXE, exclusive Kohnstamm products that assure brighter white work and trouble-free, sparkling color jobs.

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| 4—No soap specks—fatty acids stay in suspension! | 8—Saves tensile strength by neutralizing unrinsed bleach! |

Now take color work! Here again are eight reasons why it pays to put COLORFIXE on the job.

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| 1—Checks bleeding—brightens colors! | 5—Improves white background! |
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| 4—Prevents contact stains! | 8—Works efficiently at low temperatures! |



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FOREMOST MANUFACTURER AND DISTRIBUTOR

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

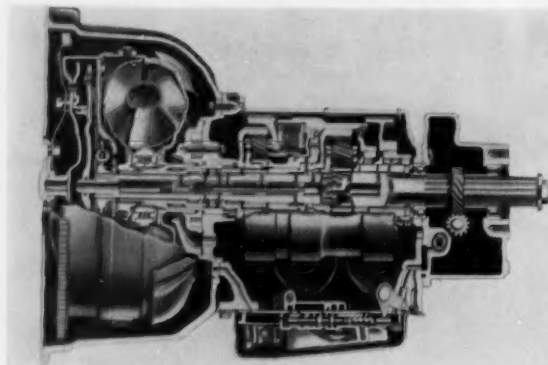
A complete line of laundry and dry cleaning supplies. Nation-wide service.

for handling clean laundry that must be moved rapidly yet delivered fresh and spotless. Dandux Sanitex belting is said to exceed the rigid specifications

prescribed by testing laboratories.

Further information is available from C. R. Daniels, Inc., Daniels, Md.

International Line Features Automatic Transmission



The motor truck division of International Harvester Company, Chicago, has announced that a new three-speed automatic transmission suited for multistop delivery service has been made available as optional equipment in International RM-120 and RM-150 series trucks with Metro (R) and RA-12 and RA-140 series models with Metroette bodies. R. M. Buzard, manager of sales, has stated that the new transmission, called Metro-Matic, was engineered to increase the efficiency and economy of retail delivery.

Features of the new transmission include: torque converter coupling for smooth

transfer of power; completely automatic, hydraulically controlled, planetary-type, three-speed transmission with constant-mesh helical gears; a direct drive that locks out the converter and allows engine torque to be transmitted directly to the rear axle for greater economy in high gear, eliminating the "slip" or engine over-run associated with converter or fluid coupling drives.

With the safety drive selector lever on the steering column in normal drive position, the driver controls the full range of speeds with only accelerator or brake pedal. This includes downshifting for rapid acceleration.

New Automatic Control Offered by Formula Controls

Herman Grimson, president of Formula Controls, Inc., has announced a new low-cost automatic control that can be installed on any washer. According to Mr. Grimson, the new control has the following features:

One washman can handle more machines since automatic signal lights and bell alarm cut waste motion. Red and green "stop and go" control lights set to individual formula cards show the washman each operation, electrically control the cycles. Visual and audible signals indicate completion. The unit operates with no repeats, no skips. Formula charts can be changed quickly.

Every operation of the formula can be followed with accuracy with the "stop and go" formula control. Easy-to-see panel lights help eliminate human error, insure thorough operation. The control also insures automatic closing of

dump valves after every operation. The Automatic Air Cylinder eliminates releasing dump valves by foot and closes them before refill.

Complete information on this unit can be obtained by writing to Formula Controls, 612 W. 26th St., Chicago 16, Ill.

Electronic Receptionist



The Worner Fotoelectric Annunciator, offered by National Hatters Supply Company, 81 W. Van Buren St., Chicago 5, Ill., is designed to project a

beam of light across the entrance of any room or building. When someone enters, breaking the beam, the unit sounds a chime.

Model 61, consisting of Fotoelectric unit, exciter lamp and mirror, operates on 110-120 volt, 50-60 cycle, A.C. Minimum distance between the unit and mirror is three feet, and the maximum distance is 10 feet. The Worner bulb supplied in this unit has a lamp life rating of 2,000 hours.

Pump Fundamentals

Ingersoll-Rand has published a new booklet, "Centrifugal Pump Fundamentals," a simply written 12-page pamphlet that explains the principles of operation, defines various terms used in pump calculations and works out typical pump problems. The booklet discusses: centrifugal pump analogies, how to calculate total head or pressure, capacity or quantity delivered, specific gravity or weight of liquid, hydraulic and brake horsepower and pump pressure. All items are clearly illustrated.

Copies of the booklet, Form 7287, are available from Ingersoll-Rand Company, Cameron Pump Department, 11 Broadway, New York 4, N. Y.

New Adjusta-Form Model



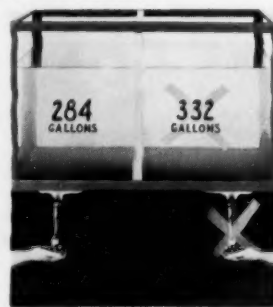
The Wichita Precision Tool Company, 450 N. Seneca St., Wichita, Kans., is introducing the new Adjusta-Form P-2 through its jobbers. "The only thing we did not change was the basic principle of the original Adjusta-Form . . ." states A. H. Hoffman, president of Wichita.

The new unit may be revolved to permit the operator to examine the backs of garments. Because of this principle, the machine may be operated by two people. The unit's lower height permits comfortable operation by short as well as tall people. Adjustable shoulders

permit easy loading of small garments and will properly form the shoulders of even the largest size of men's coats. The control panel is at arm-length level with three push-pull knobs for size adjustment. These controls are accessible even when the garment is on the form and permit the creation of a variety of shapes and sizes. Since there is no condensate overflow, no pails to capture condensate are necessary with the new model.

Other features include: simplified pedal arrangement; smaller streamlined base; polished aluminum neck long enough for high-collared garments; ability to produce two rolled sleeves simultaneously and to handle all sizes of coats, jackets and dresses.

Hot-Water Saver



Three hundred thirty-two gallons of hot water are saved from every load of white work washed with Wyandotte K-5 and Carbose CR in a 42-by-96-inch wheel, according to Wyandotte Chemicals Corporation, Wyandotte, Mich.

Since 616 gallons of hot water are usually used in this size of wheel (4-inch suds and 12-inch rinses), the saving in water heating with Wyandotte's cold-water rinsing products is 54 percent. The formula in which this saving is made possible consists of break, two suds and bleach suds followed by two hot, one split and two cold rinses.

Wyandotte K-5 is a soap builder especially designed for use with Carbose CR in cold-water rinsing formulas. Carbose CR is claimed to improve whiteness retention, improve soil and stain removal and give longer linen life.

Literature on either of these new products used alone or as a team is available from Wyandotte Chemicals jobbers and representatives.

Vic Solvent Reclaimer

A new synthetic solvent reclaimer, Model 65, has been introduced by Vic Cleaning

Machine Company for use in the drycleaning department. Model 65 Muck Solvent Reclaimer will pay for itself in less than a year in solvent savings alone, according to the manufacturer, who also states that users of the new unit report savings up to \$20 per filter cleanout and up to one-third more mileage per drum of solvent. The reclaimer is available for all synthetic units.

Complete information and an explanatory booklet, "The Heart of Any Dry Cleaning System Is the Filter," can be obtained from Vic Cleaning Machine Company, Minneapolis 3, Minn.

Larger Milnor Washer



Norvin L. Pellerin, president of Pellerin Milnor Corporation, has announced the new 1954 Milnor 50-pound washer.

The major change in the 1954 model is the increased size of the cylinder, the new washer's cylinder being 36 by 18 inches, and a door of considerably larger dimensions. The 50-pound washer is of heavy-gauge stainless steel with a solid brass chrome-plated door with heat-treated glass to resist high thermal shock. It is available with manual, semi or fully automatic Miltrol flexible sequence timer controls.

Further information is available from A. W. Walsdorf, Pellerin Milnor Corporation, 8000 Edinburgh St., New Orleans, La.

Diamond Summary

A catalog insert reviewing its line of specialized detergents, sours and blues and outlining its technical services has been issued by Diamond Alkali Company.

The following products are treated: three basic silicate-type soap builders, seven silicated water-conditioning specialty compounds, seven sours

and two blues. A capsule description of each is given with recommended applications, advantages, percentage of alkalinity, and sizes of containers in which the materials are packed. Supplementing this data is a list of customer services.

Copies of this insert are available on request from Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

Armour Fabric Softener

Velva-Soft, a cationic fabric softener designed to prevent scratching or chafing by starched shirts and to make all fabrics soft and fluffy, has been developed by the Industrial Soap Department of Armour and Company. The company also offers a merchandising kit to help laundries boost sales through the use of this product, which is suitable for commercial, self-service, institutional, diaper service and linen supply laundries.

Velva-Soft is added during the rinsing operation. It reduces static, shortens shakeout time and makes articles easier to handle and iron, thereby cutting production time. The product is also said to reduce dirt and grease penetration.

As merchandising aids Armour has prepared counter cards, truck banners, bundle inserts, printed shirt bands and gummed tape, radio spot announcement scripts and newspaper mats.

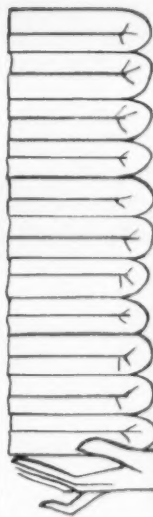
In concentrate form, Velva-Soft is available in 40- and 425-pound containers. The ready-to-use liquid form is packed in 30- and 55-gallon drums.

Further information is available from Industrial Soap Department, 1355 W. 31st St., Chicago 9, Ill.

Lucas Features Fabrit



A new aid for mending torn materials in laundry and drycleaning plants has been introduced by Lucas Products Corporation. The material, Fabrit, is available in 3-inch-by-72-inch rolls for commercial use. It is



way
to
a
customer's
heart
and
pocketbook

finer flatwork
with ironer covers of

ASBESTON®

Nothing pleases customers more than the smooth, fine finish which Asbeston gives to all your flatwork. It's a specially treated asbestos fabric that won't hold steam or get soggy.

So Asbeston irons faster, better. It helps prevent wrinkling, gathering, and costly reruns for more efficient flatwork production.

Saves money, too. Made of natural asbestos fibers, Asbeston resists scorching and weakening — lasts far longer than ordinary covers. So it keeps your ironers on the job — cuts down on frequent replacement costs and non-productive down-time.

Yes, for customer-satisfaction and true ironing efficiency, you'll find nothing's as good as Asbeston. Write today for names of fabricators.

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invisible
marking
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The world's only method of invisible marking, National's FANTOM-FAST, now has an offspring... The Fantom-Bantam unit! Ideal for shirt identification and bachelor bundles, a must for the small laundry. Manually operated; contains 6 type wheels, each with full alphabet and numerals 0 to 9. Characters about twice as big as regular black ink marks. Every plant has its own symbol.

Write
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for
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THE **National** MARKING MACHINE
COMPANY

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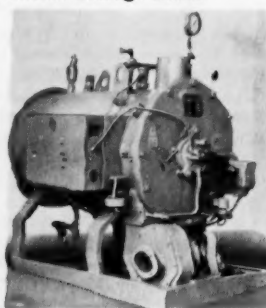


pressed on quickly with a hot iron to repair torn shirts, sheets, dresses, overalls, uniforms, linens, aprons, etc.

Designed to mend in a nearly invisible manner, Fabrit is a plastic reinforced fabric that comes in 10 sunfast and water-fast colors. It is said to stay intact after many laundry and drycleaning applications and is packaged in a window-type carton that serves as a handy dispenser.

Further details can be obtained from Lucas Products Corporation, 3839 Seiss Ave., Toledo 12, Ohio.

Ames Package Boiler



Ames Iron Works, Inc., has announced a new "pocket-sized" automatic package boiler unit in the low price range. Called the Model TP steam generator, it is available in seven sizes from 15 to 60 hp. (15 to 200 pounds w.p.) for firing with light oil, gas or light oil-gas combination. Suitable for use in small laundry or drycleaning plants, Model TP is 71 inches long, 35 inches wide and 54 inches high. The new units provide flexibility by permitting later addition of units should capacity requirements increase.

These generators are built in accordance with ASME and National Electrical Codes and carry the Underwriters' Laboratories label.

Complete details may be had by requesting Specifications Bulletin No. TP-1 from Ames Iron Works, Inc., Oswego, N. Y.

Washroom Aid Offered

Philadelphia Quartz Company, manufacturer of Metso silicate laundry detergents and PQ soluble silicates, has announced publication of Date Sheet No. 49 in its series, "Question and Answer Book of Washroom Practice." The sheet discusses "How Can I Rejuvenate Spent Silicious Zeolites?"

Laundry managers operating synthetic silicious zeolite water softeners and accustomed to the practice of salt-bath regenerat-

ing will find the information useful for further restoring or rejuvenating broken down silicious zeolite.

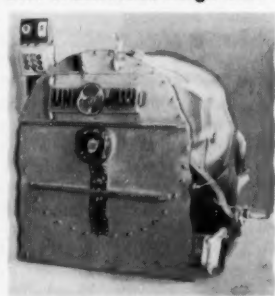
The data sheet with a table for calculation of cubic feet of zeolite in popular-sized softeners, simple directions for rejuvenating, and instructions for washing dirty zeolite beds is available from Philadelphia Quartz Company, Public Ledger Building, Philadelphia 6, Pa.

Ingersoll-Rand Compressor

A packaged air compressor in the 75-100 hp. range that is said to approach the good efficiency and economy of larger, more powerful, slow-speed compressors has been introduced by Ingersoll-Rand Company. Known as the PHE, the new machine is an opposed-cylinder, balanced design driven by a direct-connected induction motor. It is a packaged, ready-to-run, heavy-duty unit arranged in single or multi stages. The basic design is a two-stage unit for 80 to 125 p.s.i. but other cylinder arrangements are available for higher pressures or for pumping vacuums.

Additional information on this new compressor is available from Ingersoll-Rand Company, 11 Broadway, New York 4, N. Y., or from the company's branch offices. It is described in Form 3155.

Unit Wash Adds Large Unit



A new 200-pound capacity unit is the latest addition to the line of washer-extractors produced by Unit Wash Corporation, Plainville, Conn. It combines washing, extracting and shake-out and features the company's exclusive washboard rib design. The washing cycle requires less than 45 minutes, extraction and shake-out 8 minutes.

An illustrated bulletin that describes this model as well as others in the Unit Wash line is available from the company. Included is a summary of the three operations performed in a single unit. The bulletin also

contains specifications for Unit Wash washer-extractor models ranging from 50 to 200 pounds capacity and a summary of annual savings that the company maintains are possible with its units.

The manufacturer points out the following features: elimination of wet floors, space saving, and no need for extractor hoists or other machinery.

New Cash Register



A new cash register, the "51", has been introduced by The National Cash Register Company.

This unit has no lever and no motor bar; it operates at the touch of any of the "department" keys. Customer count by department is an important feature of the machine. At the end of the day, the register shows how many people made a purchase in each department, not how many individual items were sold. Dividing this figure into the dollar sales for that department (also furnished by the register) gives the average sale. The "51" is designed to show up a slow department immediately.

Further information is available from the manufacturer at Dayton 9, Ohio.

G-E Offers Plastic Table Surfacing



General Electric, Pittsfield, Mass., has developed Textolite plastic surfacing, designed to provide smooth, attractive and easily installed surfaces that are especially suited to wrapping tables and counters.

The installation pictured

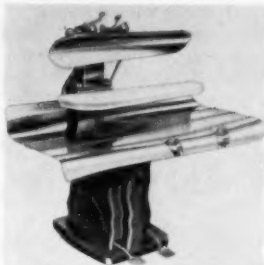
New Fur Cleaning Process

Reliable Machine Works, Inc., has developed a new fur cleaning process using K-10, a specially impregnated compound, and Clean-N-Glaze, a creamy white liquid. The process is said to simplify fur cleaning with savings in time, money and labor.

The new method has the following features: cleans fur and lining at the same time; glazes furs, minimizes need for ironing; adds water repellency; eliminates the need for solvents and detergents. Clean-N-Glaze is designed to be safe, nontoxic and nonflammable as well as economical.

Additional information may be obtained from Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.

New Drycleaning Press



A new air-operated drycleaning press, reported to be 20 percent faster in operation, has been announced by The Prosperity Company, Inc., 2131-2171 Erie Blvd. E., Syracuse, N. Y. Said to have faster steaming, quicker head operation and instant, graduated pressure, this newest Prosperity EZD model incorporates uniform vacuum to insure faster drying. Bottom steam is manually operated and controlled.

ALL THE FACTS YOU NEED!

THE NEW LANE CATALOG No. 4

Gives you all the data you need to select the finest canvas baskets, hampers and trucks for your laundry or dry cleaning operation. The sixteen styles most popular in the dry cleaning and laundering fields are illustrated and described fully. The new catalog includes such outstanding Lane items as the Style 69W Elevated Washroom Truck shown below.

Look into STYLE 69W Elevated Washroom Truck for Dependable service at low cost

BECAUSE:

- Plasticized Lane duck body — long wearing and permanently watertight.
- Patented spring steel basket frame resists bending—lightest, strongest and longest lived of all frames.
- All-rubber wheels moulded around bronze, self-lubricating bearings — minimum wear, no maintenance.
- Available with or without integral drain hose.



3652

SEND TODAY FOR YOUR FREE COPY OF THE LANE CATALOG No. 4

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Lane



W. T. LANE & BROS., INC., Poughkeepsie, New York

Please send me my free copy of the Lane Catalog No. 4.

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My distributor is _____

NEWS

from the

ALLIED TRADES

Low-Budget Group Promotion for Washette Owners



A low-cost sales-promotion plan has been formulated by the National Association of Washette Owners, a new organization of owners of one or more Washette machines. The aim of the association, which grew out of a small group of independent neighborhood operators in the Dallas area, is to lower advertising costs and step up effectiveness through cooperative planning and volume purchasing.

An introductory booklet explaining the aims and methods of the association has been prepared by the Dallas group. It is currently being mailed to prospective members throughout the nation. Sample advertising pieces and an application agreement are included. On being accepted by the association's offices, the new member is offered three sizes of membership subscription. The size is determined by the volume of bimonthly advertising pieces that the member wishes to use during his one-year subscription. The price of this subscription is the only cost to the member.

In addition to the two advertising pieces per month (they include direct mail, handbills, stuffers, calendars, etc.) members receive window decals, a membership certificate, samples of radio and newspaper copy and a monthly copy of the "Wash Bundle," the associa-

tion's magazine. All advertising pieces are individualized, bearing the member's name, address and store slogan. Prices are kept low through volume printing.

The association contract does not bind members to the manufacturer of Washette machines or to any other outside organization. The association is self-supported and all officers are members. The founding members believe that the association will be a real aid to sales promotion for the independent neighborhood operator. When the success of the Dallas group is carried to the national level, according to the association, it should prove that the National Association of Washette Owners is a sound answer to the problem of how to maintain a low-cost advertising program that gets results.

Swift Promotes Laundries

A daily audience of 2,500,000 housewives listening to Don McNeill's "Breakfast Club" radio program on May 25, June 7 and 21 were urged to send their washing to their favorite neighborhood laundry. Martha Logan, home economist for Swift & Company, Chicago, a sponsor of the "Breakfast Club," closed a commercial on Swift's products with the following statement:

"The laundries do such a

beautiful job with blankets and curtains, and so inexpensively, that it's almost foolish to do them yourself. Your laundry will clean, mothproof and return your winter blankets all sealed and ready for summer storage in the closet. As a matter of fact, you can save a lot of time and fuss by sending all your washing to your favorite neighborhood laundry during these busy days."

Swift & Company, a leading supplier of soap for commercial laundries, has taken this step in the belief that active, aggressive promotion of the idea of sending the laundry out can stimulate laundry business and is a necessary step in combating the steady promotion urging the housewife to do her own laundry.

Unipress Declares Dividend

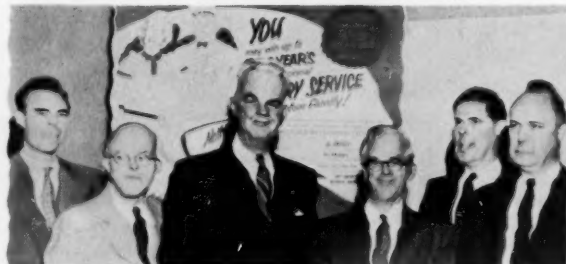
Ira C. Maxwell, president of The Unipress Company, Minneapolis, manufacturer of laundry power presses and related equipment, has announced that the board of directors has declared a dividend of \$5 a share on the common stock outstanding at March 31, 1954, payable on or about July 1, 1954.

Gibraltar Names Lynch

Gibraltar Fabrics, Inc., has announced the appointment of John P. Lynch & Company, Los Angeles and San Francisco, as its distributor in that area.

The complete line of Gibraltar Fabrics includes the new Datex (Daeron duck) flatwork ironer covers, Resintex nylon press cloths, nylon shroud line, nylon nets, nylon flatwork ironer tape and nylon flatwork ironer cords. Catalogs and informative literature may be obtained from Wallace Forman, Gibraltar Fabrics, Inc., 2236 Pitkin Ave., Brooklyn 7, N. Y.

Colgate, Jersey Group, Acme Markets Promote Laundries



New Jersey professional laundries have completed a successful large-scale promotion to develop new laundry customers. In an industrywide operation,

Risdon Appoints Roberts

The Risdon Manufacturing Company, Naugatuck, Conn., has announced the appointment of J. Everett Roberts as Southern sales representative for its Wire Goods Division. Mr. Roberts, who lives in Charlotte, N. C., will promote the sale of laundry pins, safety pins, straight pins and accessory items to the laundry and dry-cleaning trades. His coverage will include the states of Maryland, Virginia, Tennessee, North and South Carolina, Mississippi, Alabama, Georgia and Florida.

Cowles Promotes Johnson



RAY G. JOHNSON

Ray G. Johnson of Cowles Chemical Company, Cleveland, has been promoted to the newly created post of sales manager of the laundry department, according to W. J. Schleicher, manager of the department.

Mr. Johnson, who has been associated with Cowles for over five years, has been assistant manager of the laundry department since July 1953. The new position will give him full authority, in the field, to make decisions dealing with laundry department personnel and policies, Mr. Schleicher said.

the laundries tied in with a leading supermarket chain, American Stores Company (Acme), in the advertising-supported contest which reached

Callaway's Knitted Nylon Callanet

is

the ORIGINAL net

... admittedly

the best

and

longest-lasting!



Speed-up pinning.

Actual size, open mesh.

PROFIT BY THESE SUPER CALLANET FEATURES!

1. Streamlined, lightning-fast pinning.
2. Day-light mesh that won't "fog-up"—lintless.
3. Free passing of insolubles.
4. Suction action—cleaner, whiter loads.
5. Wider opening—easier loading.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving . . . time saving . . . space saving.
10. Long lasting—dollar saving.
11. Made by pioneers in net manufacturing.
12. Available in solid colors.

CALLANET—first and finest!

Callaway led the field with the first knitted nylon laundry net. And Callaway continues to lead with the finest net in the business. *Callanet is more economical, more efficient, more durable!*

Callanet may have been imitated, but it's never been duplicated. So use the ORIGINAL—order Callanet. Get all the facts . . . see your Callaway representative.



Reg. U. S. Pat. Off.

Callaway Mills Inc.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.

Chicago 54 • Boston 11 • Detroit 1 • Atlanta 3 • San Francisco 3
Los Angeles 12 • Akron 8 • Dallas 7



Anywhere you go... it's **AJAX**

There's an AJAX made to fit your needs — Write now for full information.



WESTERN LAUNDRY PRESS CO.

611 South 5th West - Salt Lake City 4, Utah



BOCK EXTRACTOR

Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

BULLDOG LINE Metal Press Pads

- FLAN-L-TEX
METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC. RED BANK, NEW JERSEY

TAG-O-LECTRIC With AUTOMATIC PIECE COUNTER



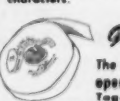
Makes, marks, power staples temporary identification tags and counts pieces in one operation. Selective single or double stapling. Models adaptable to all laundries and cleaning plants.



RIBBON-RITE
MARKING MACHINE
Clean, sharp, indelible ribbonized marking. No inking grief. Always ready for use.

TAG-O-MATIC

The economy machine for cleaners. Makes, marks and stacks tags. LIKE tags for all orders.
No waste, no loose tags. Makes tags up to 10 characters.



Genuine TAG-O-LECTRIC FIBEROLL

The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. 1/2 sizes.



Genuine TAG-O-LECTRIC STAPLES
Rust-resistant or rust proof. Made for power, precision stapling.

Write for Free Booklets on TEMPORARY IDENTIFICATION

TEXTILE MARKING MACHINE CO., Inc.

246 WALTON ST.
SYRACUSE 2, N. Y.

1,250,000 residents in newspaper insertions alone. Colgate-Palmolive Company coordinated the promotion.

Shoppers in Acme supermarkets were asked to fill out an entry blank telling why they liked to shop there. Each entrant was also required to list her name, address and telephone number as well as whether she used a professional laundry, the items she most disliked to wash and iron, and choice of professional laundry if she should be a winner. Participating laundries offered over 5,500 weeks of free service as prizes. In addition to heavy advertising support by Acme, there was a coordinated effort by laundry drivers and plant workers, Acme personnel and Colgate field salesmen.

According to Harold Bucklew, executive secretary of the New Jersey Laundry and Cleaning Institute: "This unique promotion is one of the first times the professional laundries have had a contest so directly tied in with their needs. Through the entry blanks, we learn the favorite professional laundry of each of thousands of local residents. And our routemen have been given a potent sales argument in that they are told what items these people most dislike to wash and iron."

Leaders in this project are shown, left to right, in the photo on page 86: Richard Corby, president, New Jersey Laundry and Cleaning Institute; R. W. Boedecker, tech-

nical service division, Colgate-Palmolive Company; R. O. Trowbridge, manager, industrial sales department of Colgate; Mr. Bucklew; J. M. Nykiel, sales manager, and J. N. Gilvey, promotion manager, both of the industrial sales department of Colgate.

Keever Names Hackworth



E. T. HACKWORTH, JR.

The latest addition to the sales-service staff of Wheat Products Division of the Keever Starch Co., Columbus, Ohio, is E. T. Hackworth, Jr. His territory will be the Ohio-West Virginia area.

Mr. Hackworth will work with laundry jobbers handling Satinette Starch and Standard Sours. Prior to his recent term of service in the Army, Mr. Hackworth attended the University of Kentucky and Ohio State University.

Benwall Produces 50,000,000th Net



The executives of Benwall Manufacturing Company, Inc., Brooklyn, N. Y., recently announced production of the company's fifty millionth net. To commemorate the occasion Nat Forman, president, Murray Greenwald, secretary-treasurer, and Walter A. McIntire will place this net in a gross of the company's Pilgrim nets. The

recipient of this net may return it to his jobber and receive a free gross of similar nets. A duplicate of this fifty millionth net will also be included in a gross of Pioneer nets and can also be returned for a free gross. These nets will be identified by the insignia "Benwall's 50,000,000th Net." Since its founding 10 years

ago, the company has expanded and now makes a complete line of nylon nets of 260 denier yarn for laundries, asbestos covers and pads, Dacron covers, nylon tape, feed ribbons, folder belts, canvas conversion

belts to replace outside aprons, 2- and 3-ply nylon cord and belting in rolls for flatwork irons, nylon press covers, nylon press cloths in rolls, nylon shroud line and nylon felt for presses.

Diamond Announces Personnel Changes



WILLIAM H. EVANS



JOHN W. MANTZ

Appointment of William H. Evans as a vice-president of Diamond Alkali Company, Cleveland, has been announced by John A. Sargent, president.

At the same time four other promotions were announced: John W. Mantz, assistant general manager of the Painesville (Ohio) plant, becomes general manager of the newly created Silicate, Detergent, Calcium

Division; L. T. Welshans, technical director of the Painesville plant technical staff, is general manager of the Cement and Coke Division; C. R. Brown, manager of industrial relations at the Painesville plant, moves up as assistant works manager, succeeding Mr. Mantz; Robert McConnell, who has been Mr. Brown's assistant, will become manager of industrial relations.

Cowles Chemical Holds Sales Clinics



The first two in a series of clinics for the laundry department of Cowles Chemical Company, Cleveland, have been held at the company's offices. William J. Schleicher, department manager; Ray Johnson, newly appointed sales manager, and Robert V. Finch, manager of the laundry laboratory, led discussions on Cowles' products, service problems and sales.

Those attending the first meeting (upper photo) were, left to right, first row: Warren V. Peterson, Joe D. King, Bob Finch, James Berke. Second row: Bill Schleicher, Robert Stevenson, Robert Lang, Francis Dusek and Ray Johnson.

Attending the second clinic were (lower photo), clockwise around the table: Bob Finch, Walter Brawner, Frank Otto,



*Like an Electronic
Brain . . .*

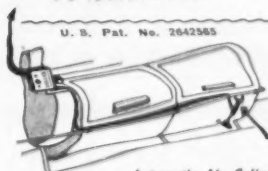
FORMULA CONTROL

Prevents Human

Error in your

Washroom

* No guessing, no repeats, no skipped operations with Formula Control. Audible and visible signals command operator-attention. After each operation Formula Control automatically opens the dump valve, closes it again before refill. Washman merely resets the Control according to your formula.



Automatic Air Cylinder

*Saves Time and
Money-Increases*

PRODUCTION AND PROFITS

Complete, only \$165 F.O.B. Chicago

Air Filter Included

See your jobber or write for Free Demonstration

FORMULA CONTROLS, Inc.

612 W. 26TH STREET • CHICAGO 16, ILLINOIS

**What a
Shame!**

. . . To be so fussy with the finish of a shirt and still have it unwearable.

It only takes 6 seconds to sew on a button—why leave yourself open to customers' condemnation for lack of such an essential part of a finished shirt.

Install a Chandler Button Sewer.
Write for details.

CHANDLER MACHINE CO.

Dept. G. AYER, MASSACHUSETTS, U. S. A.

TRADE MARK on the Box
means *Quality*...

Ask Your Distributor
for
BOSTAG MARKING NEEDS

- Genuine **PEERLESS BEACON TAGS**
- **AB SOCK TAGS** • **NON X L TAGS**
- **Korala CUFF FASTENERS**
- **ACE of SPADES Indelible Ink**
- **REDUX Indelible Ink Remover**
- **EZ-OFF Press Cleaner**
- **Bostag ATTACHING MACHINES** for PB and AB Tags

All Fully Guaranteed by
BOSTON CLIP & TAG CO., 48 Grove St., Somerville 44, Mass.

NO LINER NEEDED
with **GROSS STAR**
ALUMINUM GRID-PLATES

up to 46" \$14.85
mushroom.. 11.00
over 46".... 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

GROSS STAR GRID PLATE for Better Pressing
MFG. BY
L. BENNSTOCK CO. TEL.
1708 S. STATE ST. CHICAGO 16, ILL. DANUBE 6-6022

56 Years Service to Laundries

PROVIDING

Indelible Inks	Metal Dies
Linen Markers	Pens

EVERYTHING FOR SUPERIOR
Marking of Linens, Uniforms

Write for free booklet "Avoid Linen Losses"

APPLEGATE
CHEMICAL COMPANY

5632 HARPER AVE. CHICAGO 37, ILL.

Camelforms

CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found **CAMELFORMS** the • **Most economical** • **Most practical** • **Quickest set-up method** for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices.

Campbell
BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

Cliff Philip, William Arnold, Marshall Benham, S. Nelson Benson, Bill Schleicher and Ray Johnson.

Divco Meets With Dealers

Divco Corporation, Detroit manufacturer of home route delivery trucks, recently played host to Divco dealers.

After a comprehensive tour of the plant, the dealers were addressed by Ray A. Long, president; George E. Muma, vice-president, manufacturing; W. R. Chapman, engineering; Roy H. Sjoberg, vice-president, director of sales; John Dee, sales manager; Frank J. Messing, vice-president, parts and service.

At the meetings the company announced a new line of six models of dairy trucks. The new Divcomatic automatic transmission, now in production, was also demonstrated.

Hercules Names Biegner

John E. Biegner has been appointed district manager of the Synthetics Department's New York area by Hercules Powder Company, Wilmington, Del. He succeeds Paul Lefebvre, who will remain in the New York office as special representative until August 31.

Craig Names Jette

Craig Supply Co., Durham, N. H., has announced the addition of John V. Jette to its sales force. Mr. Jette will cover plants in Maine, southern New

Hampshire and eastern Massachusetts. He has worked for Star Laundry and Dry Cleaning Company, Exeter, N. H., owned by his father and uncle, and during his college years served part-time with Craig reconditioning and rebuilding equipment.

Porter Succeeds Cole



DAVID C. PORTER

Berrien Eaton, president of Eaton Chemical and Dyestuff Company, Detroit, has announced that Rotheus P. Cole, secretary, has retired from active business. Mr. Cole was an employee of the company for 33 years. He is succeeded by David C. Porter, director of research and development, as manager of the Dyestuff Division. Mr. Porter has been with Eaton for two years.

Convention Calendar

Virginia Association of Launderers and Cleaners, Inc.
Chamberlain Hotel
Old Point Comfort, Virginia
August 30-31, 1954

New York State Laundryowners Association
Fall Conference
Saranac Inn
Saranac, New York
September 24-26, 1954

National Association of Institutional Laundry Managers
Atlanta, Georgia
October 14-16, 1954

American Institute of Laundering
Atlanta Municipal Auditorium
Atlanta, Georgia
October 14-17, 1954

Kentucky State Laundry and Cleaners Association
Phoenix Hotel
Lexington, Kentucky
November 5-6, 1954

STARCHROOM LAUNDRY JOURNAL

Obituaries



William Cain Glover, Sr., 80, president of Bill Glover, Inc., Kansas City, Missouri, died on June 26. For several years Mr. Glover had been inactive in the management of his firm because of failing health.

Born in Americus, Georgia, Mr. Glover entered the dry-cleaning business in 1913 in Shreveport, Louisiana. In 1917 he moved to El Dorado, Kansas, where he invented and patented the clarification system for drycleaning equipment. In 1923 he became

general manager of the Glover Sales Division of Butler Manufacturing Company. Mr. Glover founded Cleaning Specialties, Inc., in Kansas City in 1935, and changed the name of the company to Bill Glover, Inc., in 1947.

Bill Glover, Sr., strove constantly for improvement of the techniques in the drycleaning and laundering field. As inventor, salesman and manufacturer he was known and esteemed throughout the two industries.

Survivors are his wife, Mrs. Merle K. Glover, his son, William C. Glover, Jr., vice-president and general manager of Bill Glover, Inc., and two sisters, Mrs. C. A. Earnest and Mrs. Dudley Catewood of Americus, Georgia.

Andy J. Heeger, 55, treasurer of Drake Supply Company, Inc., Evansville, Indiana, died recently. He joined the firm of laundry, drycleaning and dairy suppliers in 1941. Mr. Heeger was president of Foote's Lake Pleasure Club and past president of Eagles Lodge. He was also a member of Evansville Masonic Lodge, Shrine, Scottish Rite and Evansville Athletic Club. Surviving are his wife and four sisters.

Edward J. Hogan, head of Model Coat & Apron Supply Company, Pittsburgh, died recently. Mr. Hogan was a past president of the Linen Supply Association of America.

Mrs. Edith MacKenzie, 77, chairman of the board of Tolman Laundry, Washington, D. C., since the death of her husband seven years ago, died recently. Mrs. MacKenzie also took an active part in work for the Home for Incurables and Children's Hospital. She is survived by two sons, a daughter and a sister.

Gottlieb Schreppele, former operator of Schreppele Laundry, Ashland, Pennsylvania, died recently at his home in Vineland, New Jersey.


Lowell K. Smith, 47, president of Central Overall Laundry Corporation, Hawthorne, California, died recently. His wife, a son and a daughter survive.

John W. Stanley, 83, vice-president of John T. Stanley Company, New York City, died on June 13 after an illness of several years.

George H. Willard, Sr., president of the Manchester Coat, Apron and Towel Supply Company and New Model Laundry, Manchester, Connecticut, died on June 9 of a heart attack. Mr. Willard was a past director of the Connecticut Launderers & Cleaners Association and a member of the New England Linen Supply Association. He is survived by his wife, three sons, John E., George H., Jr., associated with their father in business, and Arthur F., and a daughter.

W. H. Williams, 78, former operator of a laundry in Washington, Indiana, and a drycleaning establishment in Indianapolis died recently. He was a member of the Independent Order of Odd Fellows.

July 15, 1954




Manufacturers of

RUGGED, DEPENDABLE, EFFICIENT
STAINLESS STEEL
WASHERS and EXTRACTORS

- **NO COSTLY BREAKDOWN DELAYS**
- **LOWEST OPERATING COSTS**
- **A RANGE OF SIZES AND TYPE TO FIT YOUR REQUIREMENTS**


- Manufacturers ● Designers
- Rebuilders ● Engineers



CUMMINGS-LANDAU

LAUNDRY MACHINERY CO., INC.

305-17 TEN EYCK ST. BROOKLYN, 6, N. Y.
 TEL. HYacinth 7-1616 CABLE ADDRESS: "CUMLAMAC"



THIS FAMOUS TAG

GIVES YOU POSITIVE AUTOMATIC MECHANICAL CHECK FROM BREAKING TABLE TO DELIVERY

Foolproof speedy identification—automatically! Cuts loss claims, cuts labor costs, speeds your whole operation—Flexible—Fits your present system—Key-Tag identification systems for every plant...for every service. WRITE FOR DETAILS AND PRICES.

THE KEY-TAG CHECKING SYSTEM CO.
 6505 HOUGH AVE. • CLEVELAND 3, OHIO

The code-lock tag fits only one assembly arm ...THE CORRECT ONE!



"Taubman"

LAUNDRY MARKING PEN

used by

LEADING LAUNDRIES and DRY CLEANERS

- BLACK, INDELIBLE INK
- GREATER INK SUPPLY
- WON'T WASH OUT
- WON'T DRY OUT
- DARKER, CLEARER MARKINGS
- WRITES SMOOTHLY ON FABRIC OR PAPER
- DISPOSABLE...NO REFILLS

39¢

329
6 1/2" LONG

STOP HUNTING FOR FUGITIVES AND STRAYS!

Thru your Jobber or write direct giving Jobber's name.

SAMUEL TAUBMAN & CO. 1 West 34th St. Dept. S, New York 1, N. Y.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat). Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates. Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3016. 472-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 82nd St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 9653-2

BUSINESS OPPORTUNITY: Owner of two laundries and one drycleaning plant must sell these plants located in Midwest community of 60,000. One laundry and one drycleaning plant equipped with latest and most modern equipment, the other plant has fair equipment. Gross business annually exceeds \$170,000. Priced to sell quick as owner must sacrifice on doctor's orders to retire from business. These plants will pay off in less than five years with present business. This business opportunity is well worth your investigation to make an offer. Owner will carry unpaid balance. ADDRESS, Box 582, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: Laundry and drycleaning plant, 75 miles north of Sacramento, Calif. Trucks operate throughout the county, fixed revenue from commercial accounts equals 35% of gross. Equipment like new, two boilers. Owner wishes to retire after 34 years. Annual gross \$100,000. Price \$80,000, down payment \$55,000. Modern block building may be purchased or leased. ADDRESS, Box 588, STARCHROOM LAUNDRY JOURNAL. -2

Owner retiring, will give excellent terms to right parties. Fine BUILDING, fair equipment, excellent Southern California location. Doing over \$300,000 annually. A REAL OPPORTUNITY for someone. ADDRESS, Box 589, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: Laundry, drycleaning and rug cleaning plant in western New York State. Completely equipped with much new equipment, buildings, land and plenty of room for expansion. Reason for selling is ill health. ADDRESS, Box 601, STARCHROOM LAUNDRY JOURNAL. -2

Modern laundry, drycleaning and storage plant. Located in southwest Iowa. 65% cleaning and 35% laundry, direct labor cost 19%. 1953 sales over \$200,000, can be increased. All equipment new, trucks in good condition. Profitable business, will stand investigation. Established over 42 years. Owner's death reason for sale. ADDRESS, Box 644, STARCHROOM LAUNDRY JOURNAL. -2

For Sale: Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years, modern equipment. For complete details and terms, write Buhl Laundry & Drycleaners, Buhl, Idaho. 636-2

For Sale: Small family laundry in stable Midwest town. No unions. Must sell immediately. Reasonable down payment and balance on long terms to responsible party. ADDRESS, Box 637, STARCHROOM LAUNDRY JOURNAL. -2

For Sale: Laundry and drycleaning plant located in northern Minnesota, in progressive and growing city. Plant well equipped with new machinery. Firm long established. Reason for sale: owner unable to devote full time to business. ADDRESS, Box 655, STARCHROOM LAUNDRY JOURNAL. -2

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13

SITUATIONS WANTED

TOP-FLIGHT EXECUTIVE on a dead end street is looking for a position that will give him an opportunity to use to its fullest scope his twenty years experience in domestic and commercial laundry and drycleaning. Thoroughly grounded in the best production methods, quality control, cost accounting and sales. His experience in plant reorganization and layouts is a valuable asset. Education and personnel record of the best. Will consider only a plant that can use his capabilities to their fullest. ADDRESS, Box 610, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY MANAGER, age 31, 10 years experience, institutional and commercial. Hospital laundry preferred. References can be furnished. Married. ADDRESS, Box 657, STARCHROOM LAUNDRY JOURNAL. -5

Laundry SUPERINTENDENT, competent, dependable, 20 years experience. Good labor relations, co-operation, age 42, married 2 years, university. Seek permanent position, large plant or medium-sized or small. ADDRESS, Box 642, STARCHROOM LAUNDRY JOURNAL. -5

PARTNERSHIP WANTED

HARD-WORKING YOUNG FAMILY MAN WISHES TO BECOME WORKING PARTNER IN GOING STEAM LAUNDRY OR STEAM LAUNDRY AND DRYCLEANING PLANT. HAVE SOME CAPITAL. ADDRESS, Box 646, STARCHROOM LAUNDRY JOURNAL. -9

HELP WANTED

WANTED: SUPERINTENDENT IN A LAUNDRY DOING \$250,000 A YEAR IN A GROWING CITY OF 40,000 POPULATION. MUST BE ABLE TO PRODUCE QUALITY WORK AT A REASONABLE COST. MUST HAVE SOME KNOWLEDGE OF THE MACHINES. GOOD HABITS ARE REQUIRED. IF YOU DRINK DO NOT REPLY. ADDRESS, Box 631, STARCHROOM LAUNDRY JOURNAL. -7

SALESMEN WANTED

SALESMEN—Must be thoroughly experienced in the laundry, linen service and institutional laundry field. Lifetime opportunity for good men. Write complete details. Thermopatch Corporation, 2432 Grand Concourse, New York 58, N. Y. 489-14

Salesmen wanted: Can use two to three men on West Coast with following among drycleaners and laundries, to sell a complete line of textiles on commission basis. No objection to handling a non-conflicting allied line. State experience and background. Write to: ADDRESS, Box 658, STARCHROOM LAUNDRY JOURNAL. -14

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N.W. 2nd Ave., Miami 37, Fla. 607-10

PLEATING PATTERNS

DO YOUR OWN PLEATING with an EISINGER PLEATING OUTFIT. Pleats garments without the use of expensive equipment. Easy to operate. Write for details. FRANK EISINGER, 783 Southern Blvd., Dept. S., Bronx, New York 55, N. Y. 611-22

SPECIAL PLEATING PATTERN OFFER—36" Sunburst Accordion Pleating Pattern ONLY \$7. Regular catalog price \$14. FRANK EISINGER, 783 Southern Blvd., Dept. S., Bronx, N. Y. 55, N. Y. 612-22

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1228-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.,** 36 Pleasant Street, Watertown, Mass. 3240-38

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

FLEXIBLE STEAM HOSE

FLEXIBLE STEAM HOSE:—Replacements for all makes and models of pressing machines. Immediate delivery. **FLEXIBLE STEAM HOSE CO.,** 5317 Niles Street, Skokie, Illinois. 504-40

POWER PLANT EQUIPMENT FOR SALE

54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 4,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 30,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. **CUMMINGS-LANDAU Laundry Machinery Co.,** 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

PACKAGED BOILER—125 H.P. GAS OR OIL. Bought new, run only few months. **ADDRESS:** Box 653, **STARCHROOM LAUNDRY JOURNAL.** -36

1—100 H.P. horizontal return-tube boiler, 125 PSI, 7 years old, equipped to burn #5 heavy oil. This boiler is complete with induced draft fan blowing device, electronic eye and every conceivable safety device. This boiler located Baltimore, Md., guaranteed to be in first-class operating condition with insurance certificate. The first \$3,500 gets it, where is, as is. Courtney Cleaners, Inc., 4012 Belle Grove Rd., Baltimore 25, Md. 653-36

20 H.P. Laffel Scotch boiler, automatic stoker, controls, new tuyeres and brick. Pass state and Hartford inspection. Langs, Chillicothe, Ohio. 656-36

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6595, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS:** Box 9879, **STARCHROOM LAUNDRY JOURNAL.** -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. **ADDRESS:** Box 9972, **STARCHROOM LAUNDRY JOURNAL.** -3

Wanted: Marking machines, hand or powered. Also, button-sewing machines, hand or powered. **ADDRESS:** Box 643, **STARCHROOM LAUNDRY JOURNAL.** -3

Wanted: 4 Monel metal washers; 1—48" extractor and a Dublinter linen ironer made by American. Cash deal. **ADDRESS:** Box 651, **STARCHROOM LAUNDRY JOURNAL.** -3

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 1st of the month in which the advertisement is to appear.

MACHINERY FOR SALE

Pantex shirt unit, air-driven, never used, big reduction in price. **D'Angelo & Ash, Inc.,** 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 613-4

Following machines still available Carolyn Laundry, New York City. 10—42 x 84" American **MASTER CASCADE** 2-pocket washers, 7—American **TILTROL** 4-girl shirt units, 60" **TOLHURST OPEN-TOP** extractor, miscellaneous open-end tumblers, all types and models body presses, boy's blouse unit, sport shirt pressing unit, baskets, racks, office equipment, scales, time clocks, marking machines. Also following machines **PURCHASED NEW FROM 1947 on:** American **180" 12-ROLL SYLON IRONER**, 2—American **120" 8-ROLL SYLON** ironers, American **TRUMATIC 2-LANE FOLDER**, American **TRUMATIC SINGLE-LANE FOLDER**, American **5-LANE STACKER**, American **7" FOLD-MASTERS**, American **NORWOOD CASCADE 42 x 96" 3-POCKET** washers, with full automatic control and semi-automatic control, American **140F NOEX DRYCLEANING UNIT** complete, **HOFFMAN PRESSES**. Offered subject prior sale. **INSPECTION INVITED. CUMMINGS-LANDAU,** 305 Ten Eyck St., Brooklyn, N. Y., Hyacinth 7-1616, OR—**CAROLYN LAUNDRY,** 112 E. 129th St., New York City, Sacramento 2-2000. 652-4

AMERICAN 4-roll ironer, three **FLETCHER TWINTAINER** 50" extractors, 2 sets baskets each; 4 Miller **44 x 84** washers, 2-door, 2-pocket; 1 Miller **44 x 84** washer, 4-pocket, **NEW SPEEDY WASHERS, GOOD DISCOUNT.** Used Huebsch tumblers; extractors all sizes. **HUGHES LAUNDRY MACHINERY,** 14401 Ford Rd., Dearborn, Michigan. 583-4

6-ROLL IRONER: 1—180" TROY, 6-roll flatwork ironer, motor-driven. Excellent condition, recently overhauled. Power raising rig, automatic apron control, dotter roll on feed ribbon. **PRICE REASONABLE.** Being replaced due to expansion program. Can be seen in operation. **S. W. Martin, MILWAUKEE HOSPITAL,** 2200 West Kilbourn Ave., Milwaukee 3, Wisconsin. 640-4

For Sale; two 3-space National (National Marking Machine Co.) classifying conveyors, 42" wide. These conveyors purchased in September 1950 at an original price of \$2,400 each. Will make very reasonable proposition to any party interested in either of these conveyors. Cole's Laundry & Cleaners, 44 Fair St., S.E., Grand Rapids, Michigan. 641-4

LIQUIDATION SALE OF TWO COMMERCIAL LAUNDRY PLANTS. 2—Troy 6-roll 120" chest-type flatwork ironers; 1—54" American Notrux extractor with 2 sets of containers; 1—50" American Notrux extractor with 2 sets of containers; 1—48" Prosperity open-top extractor. 2—42 x 84" all-Monel motor-driven washers; 2—42 x 96" all-Monel motor-driven washers; 1—36 x 54" all-Monel motor-driven washer. 5—36 x 30" Huebsch 6-coil steam-heated tumblers; 5—36 x 30" Huebsch 4-coil steam-heated tumblers. Force garment presses, 51" and mushroom. Prosperity model PC garment presses. 1—7½ H.P. Ingersoll-Rand air compressor; 1—10 H.P. air compressor. 1—American 100" return-type flatwork ironer. 2—Prosperity all-finish shirt units. The prices on this equipment are so ridiculously low you cannot pass up these buys; equipment must be removed from buildings. All equipment motor-driven, A.C. Write—Wire—Telephone—Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEvada 2-2621. 650-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.,** 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

48" TROY HIGH-SPEED SUPER MERCURY EXTRACTOR WITH STAINLESS STEEL BASKET, 48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET AND MONEL SHELL, IN EXCELLENT MECHANICAL CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co.,** 305 Ten Eyck St., Brooklyn, 6, N. Y. 648-4

FOR SALE: 1—like-new 100" American Laundry Machinery cylinder-type return-apron flatwork ironer. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill., NEvada 2-2621. 649-4

American 2-roll chest-type 100", also 120" **FLATWORK IRONERS,** return-to-the-operator type, **EXCELLENT FOR SMALL LAUNDRY OR INSTITUTION, COMPLETELY REBUILT, GUARANTEED, PRICED RIGHT.** **WILLIAMS LAUNDRY MACHINERY CO.,** 37-37 9th St., Long Island City 1, New York, STillwell 6-6666. 654-4

54" American **NOTRUX EXTRACTOR,** 3 SETS OF MONEL CONTAINERS, in A1 condition, **VERY REASONABLY PRICED, WILLIAMS LAUNDRY MACHINERY CO.,** 37-37 9th St., Long Island City 1, New York, STillwell 6-6666. 655-4

American 4-girl Tiltrol shirt unit, includes piping. Good condition. Make us an offer. Need the space. Write Star Laundry & Drycleaning Co., 2725 Walnut St., McKeesport, Pa. 638-4

MACHINERY FOR SALE (Cont'd)

120-INCH AMERICAN FLATWORK IRONER, ALMOST GOOD AS NEW, \$9,000. ALSO OTHER EQUIPMENT. COWDENS LAUNDRY, OKMULGEE, OKLA. 645-4

Expanding production on new **HENRICI** stainless-steel washers forces us to price for quick sale the following used machinery: one 54" American Notrux unloading-type extractor with two sets of removable baskets; one completely rebuilt and guaranteed **HENRICI 36 x 54" 2-pocket motor-driven stainless-steel washer** with semi-automatic dump control (this machine is like new). Both machines "ready to go." **Henrici Laundry Machinery Co., Boston 26, Mass.** 639-4

4 Tumblers, Ellis Drier Company, 46 x 120" motor-driven with motor on top, three-pocket, three-door, late-type machine. Price reasonable. 3128 West Lake Street, Chicago 19, Illinois. 9146-4

TROY and AMERICAN LATE-TYPE 4-ROLL 180" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 48 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV. 9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

8-ROLL 180" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 180" and 150" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN 8-ROLL 180" STYLO FLATWORK IRONER, WITH REEVES DRIVE. EQUAL TO NEW IN EVERY RESPECT. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 596-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 34" x 30" HUEBSCH and AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

48" HOFFMAN EXTRACTORS WITH MONEL BASKETS, AUTOMATIC BRAKE RELEASE. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 599-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 42" AMERICAN 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

FOR SALE: 72" Purkert heat-conditioned tumbler, 42" x 96" Henrici washer, 36" x 72" American conditioning tumbler with conveyor to feed flatwork ironer, miscellaneous extractors, washers, tumblers and shirt units. Many bargains. Mr. E. T. Sherwin, American Linen Supply Co., 740 North Rush St., Chicago, Ill. 578-4

STAINLESS-STEEL AND WOOD LAUNDRY WASHERS, both new and rebuilt, direct from manufacturer to you at great savings. Pictures and literature on request. Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska. 170-4

EWING STAINLESS STEEL WASHERS. NEW MACHINES. Size 30" x 30"—60 lbs. dry weight capacity, \$1,036, size 30" x 40"—80 lbs. dry weight capacity, \$1,116, size 30" x 50"—100 lbs. dry weight capacity, \$1,196. Ask for details. ROBERT EWING & SONS, INC. Builders of washers since 1905. Dept. SR, P. O. Box 454, Troy, N. Y. 590-4

40" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

1—Double Asher ironer, 1—American Tiltor 4-girl shirt unit, 1—Huebsch handkerchief ironer, 1—National Cash Register, 1—Ames 75 K.W. engine generator, 3 Ph., 220 V, 60 cycle, with voltage regulator and all instruments in perfect condition, 1—65" x 36" Stack 5/16" thick, 4 years old, 1—General Electric motor, 1—Westinghouse motor R.P.M. 1750. All above machinery were very well maintained and all are in good operating condition. Please contact: Mr. David S. Borus at Royal Laundry Service, Inc., 700 South 15th Street, Newark 3, N. J. Essex 3-3400. 534-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

38" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

24 x 180" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor READY FOR INSPECTION AND DELIVERY. Complete plants installed. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH. AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

MACHINERY FOR SALE (Cont'd)

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x64" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb; 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

Wood cylinders and shells, replacements; any size, with new brass hinges and stainless-steel trim, also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois, Nevada 2-2621.** 188-4

For Sale: 1—Used 44 x 84" **ROBOT** two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7763.** 9638-4

2-ROLL 100" COLUMBIA and 120" RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 307 Ten Eyck St., Brooklyn 6, N. Y. 329-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

14x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUTTER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 10 CLASSIFICATIONS; 99 BUNDLE NUMBERS; 107 LOT NUMBERS; CAPACITY UP TO 99% POUNDS and \$99.99. MODEL A-2897 (4) ST. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 403-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1-COMPARTMENT, 1-DOOR, MOTOR-DRIVEN; 30 x 48", 48 x 33", 24 x 34", 24 x 84". REBUILT LIKE NEW. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 433-4

60 x 72 Zephyr washers, stainless steel throughout, 2 pockets, V-belt, motor-driven. Big-capacity modern washers at tremendous savings in price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 614-4

Cook washer, 50 lb. capacity, all stainless steel, motor-driven. Very reasonable. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 615-4

2-, 4-, 6- and 8-roll ironers, American, Smith Drum or Troy. All in excellent shape and outstanding bargains. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 616-4

16 x 100 American #41210 flatwork ironers, motor-driven, return type; excellent ironer for small plants. Big bargain. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 617-4

42 x 64 American Norwood Cascade, all Monel, two-pocket, late-model washer in good shape; also one three-pocket, motor-driven, 3-phase, A.C. Modern, efficient machines at bargain prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 618-4

42 x 36 American Monel Cascade motor-driven; big capacity in small floor space; also 42 x 64 Troy all-Monel washers, motor-driven. Every one a bargain. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 619-4

24 x 36 Norwood Cascade Monel washer, motor-driven. Excellent item for small lots and colored work. Thoroughly overhauled and a real buy. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 620-4

54 x 108 Troy Monel washer, 9 pockets, motor-driven. Thoroughly overhauled, a big-capacity efficient washer at a low price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 621-4

54 x 126 Troy Monel washer, 24 pockets, motor-driven; also 44 x 126 Troy Monel washer, 24 pockets, belt-driven. Two fine machines for the plant using pocket washing. Outstanding buys. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 622-4

54" American Perry extractor with two sets of containers; thoroughly rebuilt and in good operating shape. Very reasonable. Also a 48" Notrux extractor with three sets of baskets. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 623-4

50" American Notrux extractor, Monel job with containers, hoist and overhead track. Efficient modern equipment with minimum investment. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 624-4

40" x 48" extractors, all makes, American, Troy, Zephyr, Hoffman, Monel baskets, motor-driven. A fine selection at very low prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 625-4

Small extractors, 17", 24" and 30", motor- or belt-driven, American and Troy. Available for prompt delivery. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 626-4

Shirt units, American Tiltor 4-girl units; also Prosperity units, and a full line of wearing apparel presses. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 627-4

Drycleaning washers, 54 x 60 Hoffman D. C. washers, motor-driven, explosion-proof motors; also 8,000 gal. Hoffman filters; a full line of stills and accessories. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 628-4

Tumblers, Huebsch 42 x 44, motor-driven, used very little, big reduction from new list price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 629-4

42 x 84 American Cascade washer, 6 pockets with horizontal partition, motor-driven. Years of satisfactory service left in this fine machine. D'Angelo & Ash, Inc., 301 Beach 71st St., New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 630-4

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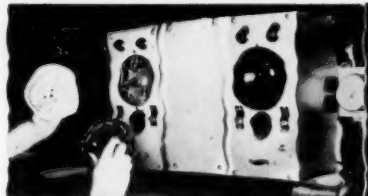
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WASHETTES



AND MY CUSTOMERS NOTICED THE DIFFERENCE

(the difference is better service and cleaner wash)



★ QUICK CHANGE FORMULA DIAL

Cook offers 22 standard formulas with two or more formulas on each dial; or, special dials made to order. This highly flexible control enables the operator to skip or add to any part of the formula.

When customers ask why WASHETTES make a difference in their laundry I explain with a demonstration. I load the machine, set the WATER LEVEL SELECTOR, change to the proper formula by replacing the QUICK CHANGE FORMULA DIAL* (takes only 20 seconds) and start the machine . . . I explain how the WASHETTE allows the operator to wash each load to its individual requirement . . . I then point out the reversing action (4 times per minute) of the stainless steel basket and explain how this smooth action is caused by the single belt driven DODGE DIRECT REDUCING GEAR* mounted directly in line with the basket to eliminate belt wear, power loss and costly adjustments.

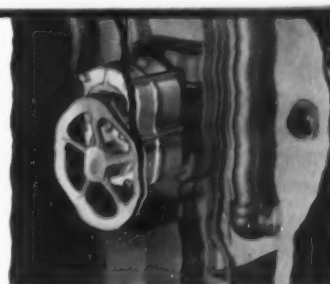
The result of the demonstration is always a satisfied and confident customer, the best salesman any business can have.

★ WASHETTE FEATURES

- Stainless Steel Construction
- All-welded Construction
- Brass Door and Hardware
- Garlock Water Seal

★ DODGE DIRECT REDUCING GEAR

The Dodge reducing gear, with helical cut gears sealed in oil, is flange mounted to the back of Washette, eliminating costly adjustments and flexible couplings. This advanced engineering design brings new efficiency to the Washer industry; another first for WASHETTE.



Cook

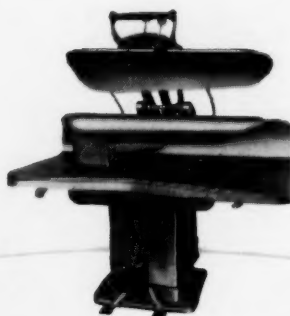
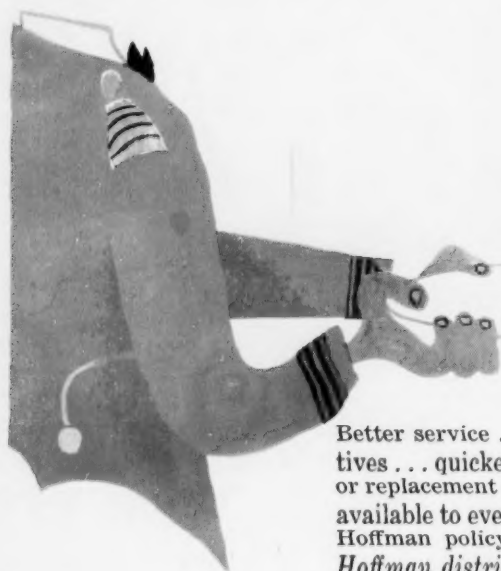
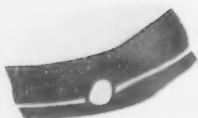
MACHINERY COMPANY INC.

4122 COMMERCE ST., DALLAS, TEXAS

announcement...

NEW HOFFMAN POLICY

assuring improved service for **YOU**



Better service . . . faster consultation with Hoffman representatives . . . quicker delivery and installation of Hoffman equipment, or replacement parts when needed . . . *all* these advantages become available to every plant owner in the nation as a result of the new Hoffman policy for improved service and sales, through *local Hoffman distributors*.

The official Hoffman distributor located *right in your own area*, and always aware of your progress, your production set-up, and the particular factors that affect your business, will be your guarantee of even quicker attention to your needs.

In most areas, your new Hoffman distributor is the *same* Hoffman man you've known all along, with the same advanced knowledge of drycleaning and laundry procedures. But if you've not learned who your Hoffman distributor is, rush in the coupon for his name and address. And let the coupon bring you the latest information on the newest Hoffman H-Jets; high-speed, efficiency presses, advanced design laundry equipment, and other aids to faster production.

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☐ Also send information on Hoffman developments in ☐ drycleaning units
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